

Brainstorming - 7 to get 1

The 7 to get 1 technique ensures that team members focus on generating lots of ideas rather than perfecting a single idea. When brainstorming collectively we

How to use the 7 to get 1 technique

1

Each member of the team is provided with sticky notes and is responsible for generating 7 unique ideas. The initial ideas should come quickly - remember the quantity is more important than the quality of ideas at this point.

2

When possible draw your ideas and add words to provide clarity. The point is to spark new creativity in others who are viewing your solutions rather than come up with the best idea.

3

When each team member has 7 ideas take turns sharing them with the team. As they are shared the team is responsible for building on each idea and generating new ones.

Process Phase



understand

ideate

experiment

More Resources:

www.sprintdesignthinking.com/tools.html

Time
varies

Level
Hard

Materials
Pens, Paper, Post-It Notes

