

## **Expert Workshop**

**“Crossing Borders. Migration and  
Citizenship Education in Europe”**

# Structured Brainstorming

NECE-2016 Expert Workshop  
Ljubljana, 8–10 July 2016

## What is Brainstorming?

- Brainstorming is an unconstrained group process designed to generate new ideas and concepts

## When to use Brainstorming?

- At the beginning of a paper or project, use it to generate a full range of hypotheses or to ensure that all aspects of a problem are considered
- In mid-analysis, it can help break a team out of an analytic rut

## Brainstorming Value added

- Spark new ideas, generate fresh perspectives and solutions as you “empty the barrel of the obvious”
- Stimulate thinking
- Ensure all aspects of a problem have been considered
- Discover “unknown unknowns” by addressing new themes

## Mitigating Cognitive Biases and Intuitive Traps

**Brainstorming can help you mitigate the impact of the following:**

### Cognitive Biases

- Groupthink
- Evidence Acceptance Bias
- Premature Closure

### Intuitive Traps

- Rejecting Evidence
- Lacking Sufficient Bins
- Expecting Marginal Change

## Rules of Engagement

- Carefully define your topic or issue
- Never criticize an idea
- Allow only one conversation
- Allocate enough time
- Involve “outsiders” (different functional area /geographic location)
- Write down ideas
- Use silent brainstorming techniques
- Generate a final product

## Structured Brainstorming

### **The Process:**

1. Do not talk
2. Write down your idea on a sticky note (several words or a phrase, not whole sentences)
3. Only one idea per sticky note
4. Stick your note at the edge of the table for the instructor to collect
5. The instructor read out the ideas to trigger “out-of-the-box-thinking” and sticks the notes on the whiteboard
6. Students cluster the sticky notes according to affinity groups to identify key drivers which will later drive the scenarios

## Structured Brainstorming Exercise

### **STEMPLED-Plus framework**

**S**ocial

**T**echnological

**E**conomic

**M**ilitary / Security

**P**olitical

**L**egal

**E**cological

**D**igital

**Plus:** Cultural, Religious, Values

...

### **The Question:**

“What are all the trends, events, forces, and actors that will influence the British population’s perception on how migration will change their society until 2025?”





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