

The Inspiration Toolbox Part 4



Who or what is grow?

grow is the Bosch internal incubator and platform for start-ups and intrapreneurs, and everything that goes with it. However, grow is also an experimental field for the emergence and realisation of new ideas and always provides new stimuli.

Why PDF?

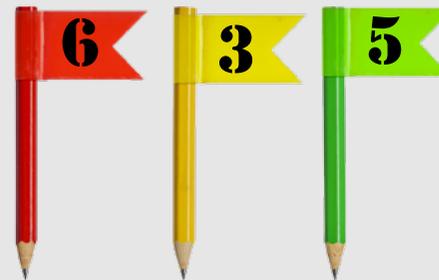
In the spirit of grow, to share knowledge and experience, all recipients receive a kind of toolbox with instructions on a topic that should interest us all: Inspiration.

Why inspiration?

How can companies reinvent themselves? How do people become protagonists of a culture of innovation? In addition to influencing factors such as intuition, imagination, improvisation and interaction or cooperation, inspiration is one of the most important.

And now have fun with the tool „**The 6-3-5 Brainwriter**“.

THE 6-3-5 BRAINWRITER



The 6-3-5 Brainwriter

DEVELOPED BY PROF. BERND ROHRBACH AS A CREATIVE TECHNIQUE



FORMAT:

Brainstorming

PARTICIPANTS:

6 people

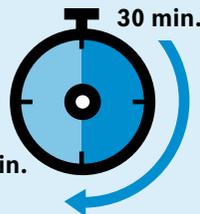


GOAL:

Tools for a design-thinking-process

TIMEFRAME:

approx. 30 minutes +
30 minutes
solution analysis + 30 min.



SCOPE OF APPLICATION:

The so-called 6-3-5 method should not be missing in any inspiration tool kit. This standard tool is particularly suitable when many different people come together and you want to collect as many unusual basic ideas as quickly as possible. The 6-3-5 method, due to its extremely low knowledge level requirement, also works spontaneously with untrained participants. It can also be integrated into design thinking processes very nicely as an auxiliary tool.

HOW IT WORKS:

You need 6 worksheets and writing implements for 6 people. Produced within a short time: 6 participants times 3 ideas times 6 rows = 108 ideas. This creativity technique is suitable for brainstorming on the basis of concrete questions regarding challenges of simple to medium complexity. Likewise, 6-3-5 is good for enriching ideas.





STEP 1:

Each participant receives a prepared worksheet. The worksheet contains the target question in the header, as well as empty fields for the ideas that will be generated. The worksheet consists of six rows of three columns each.

STEP 2:

Depending on the level of difficulty of the question, the facilitator now sets a time period for completion of the worksheets (for example 3 to 5 minutes).

STEP 3:

Each of the 6 participants now writes 3 ideas and enters them into the fields of the first row.

STEP 4:

After the time has elapsed, the worksheets are forwarded clockwise to the nearest neighbour.

STEP 5:

Each participant should now try to pick up, supplement or develop the ideas already mentioned. He or she enters their three new ideas in the next free row.

STEP 6:

Now the forwarding procedure is repeated until the last row of the worksheet has been completed.

ESSENCE:

The 6-3-5 Brainwriter is based on the inspirational principle: „Ideas come from Ideas“. A kind of evolutionary principle, which the forefather of modern chemistry Antoine Lavoisier described with the words: Nothing arises out of nothingness, nothing loses itself, everything transforms itself.

The 6-3-5 multiplication duplicates this approach. It can easily be incorporated with other variables and combined with other techniques.



TARGET-QUESTION:

Ideas person 1

Ideas person 2

Ideas person 3

Ideas person 4

Ideas person 5

Ideas person 6

