

GOAL

VERB + NOUN PHRASES

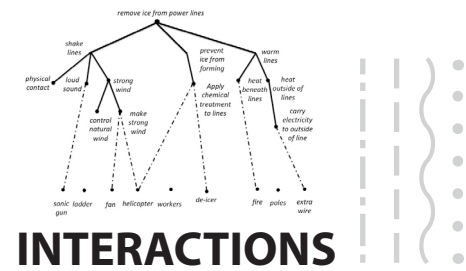
POSSIBLE APPROACHES

What other Verb + Noun Phrases mean about the same thing?

Reduce concussions > lessen impact, reduce energy, minimize force, repel energy, decrease momentum

Name other verbs that describe other types of solutions.

Change something's path > knock, bump, push, pull, throw, guide, direct



INTERACTIONS

Consider overlooked features.

Size, shape, material, color, weight, motion, strength, longevity, sound, symmetry, inside/outside, ???

Do the names still imply a use? Break into parts until they don't.

Candle > wax + wick > string > fibers

Describe each object without using its name.

Lifeboat > wooden floating thing

COMPONENT PARTS

NOUNS

RESOURCES



top-down thinkers

GOAL STRUCTURE

INTERACTIONS = TESTABLE SOLUTIONS

RESOURCES STRUCTURE

bottom-up thinkers

Structures ideation. Facilitates parallel work. Leverages visualization. Removes critique and extravert domination. No talking while building. Typical time: 40 min burst, or open board.

"Brainstorming doesn't work. BrainSwarming can solve any problem that has a goal." 2019 worksheet design by Scott Moehring. Inspired by BrainSwarming® by Dr. Tony McCaffrey.