

# Which technique to use for creating ideas within patient safety work



## Unstructured Brainstorming

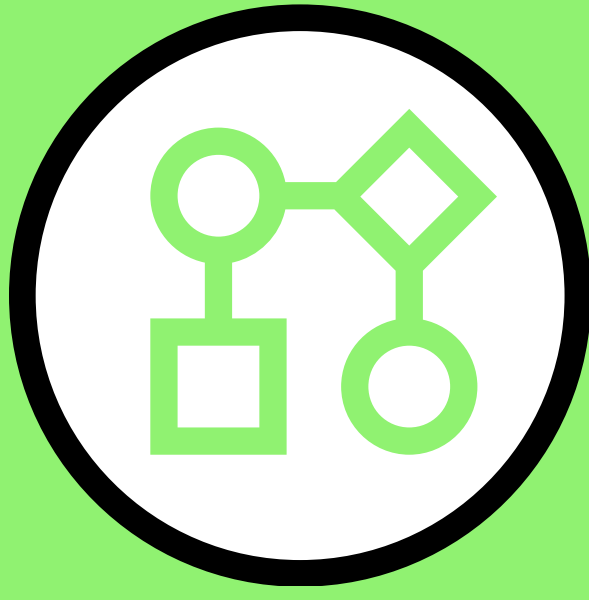
.....  
**A simple 'shout out free-for-all' team activity where all unique ideas are noted down.**  
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**Simple, quick and relatively easy**

**Allows all to participate but the danger is quiet voices may not be heard**

**May result in one or two individuals dominating proceedings**

**Free-for-all element can make it difficult for the facilitator to capture all ideas generated.**



## Structured Brainstorming

.....  
**Team members take turns to suggest ideas. Continues until unique ideas are exhausted.**  
.....

**Takes time especially if >10 team members**

**Allows all team members to participate and generates personal ideas**

**May intimidate some participants, i.e. putting them under the spotlight**

**Easier for facilitator to manage thus ensuring all ideas generated are captured.**



## Brainwriting

.....  
**Team members write down ideas for 5 mins. Facilitator then collates and lists unique ideas.**  
.....

**Takes time and requires resources (pen/paper)**

**Allows each participant to generate ideas and retains anonymity**

**More formal approach not always appreciated by all**

**Creates a paper trail for the facilitator and further discussion can increase ideas generated.**

