

## **Brainstorm Modalities**

### Information Process: Activating and Engaging

#### **PROCESS**

- Define the subject.
- Give everyone a minute or two to think.
- Invite members to call out ideas.
- A member records ideas on flip chart.
- Code the first 10 ideas as either visual, auditory, or kinesthetic.
- Compute a ratio for each modality.
- Brainstorm again, focusing on the least represented modality.

#### **ALTERNATIVES**

- Use paired conversations for think time.
- Have pairs or small groups brainstorm, code and brainstorm again instead of working as a full group.

#### **TIPS**

- Explain that considering the topic from the least used perspective will bring fresh ideas to the surface.

