

Module: Digital Storytelling for fundraising

PDF-2b: Some idea generation techniques

See the following list to discover some ideation techniques that would help you come up with ideas and innovative approaches when designing your story.

Brainstorming

It is one of the best known and most widely used creativity techniques today, as it can be used to generate many different ideas on almost any topic. Moreover, brainstorming can be done individually or in groups. What is important during the development of these techniques is the generation of as many ideas as possible (not their quality), since it will be possible to reflect on them afterwards and highlight the most valid ideas or approaches.

Brainwriting

Very similar to brainstorming, this creativity technique aims to generate as many ideas as possible in the shortest possible time. The main difference is that in this case, participants write down their ideas on a sheet of paper for a certain amount of time, then these sheets of paper are exchanged and the dynamic is repeated as many times as desired. It is also possible to carry out a brainwriting session on an individual basis. There are variations such as the 6-5-3 brainstorming technique.

World Café

This group technique is used to discuss different points of view and get new ideas and/or solutions with regards to a specific challenge, issue or problem. It can also be used to stimulate critical thinking with regards to a situation. This technique is organised around small informal talks of about 20-30 minutes in a relaxed atmosphere (as if participants were chatting over coffee) during multiple rounds in which participants exchange ideas with each other to create new groups where they can share ideas and build on each other's ideas.

One Minute Story

It works as follows: you introduce a topic/subject/issue to the group and participants do share short personal stories (they can be fictional too) regarding the aforementioned topic/subject/issue. In that way, you are able to hear and reflect on different stories that will inspire you when crafting your story.

OPERA

It starts with an open question. Individually peers or participants write down their thoughts on a piece of paper. Then, they pair up and discuss their written thoughts or ideas. The most important suggestions they come up with are noted on a separate piece of paper and put on the bulletin board. Each pair summarizes for the rest their suggestions. Each pair selects the

most important suggestion (of all on the board). Most appropriate in circumstances where you have limited time and need a functional session.

Story Circle

It aims to explore how people's ideas on a given topic/subject interact and build a common story. The story circle technique will allow us to explore and share what had or will have an impact on the group or their community. Ideal for small groups.

A facilitator provides a theme and then participants tell their stories to each other. The setting should be welcoming and comfortable, and chairs are in a circle.

Diamond Ranking

Participants are given nine statements on the main topic of the story you want to create. Each statement is titled or numbered for easy reference. Then, usually working in pairs or small groups, their task is to sort and rank them in a diamond formation. The criterion for ranking can be simple and general like "importance, relevance, significance" or can be detailed and content specific. After ranking, they explain why a certain statement/idea is chosen most or least appealing.

Ranking is very well suited to explore and clarify value positions, feelings and thoughts about a particular topic or idea.