

## Brainstorming

## Before watching

- 1 Complete the rules for brainstorming with the correct form of the verbs in the box.

analyse • develop • evaluate • generate •  
set • solve • take • work

## Brainstorming made easy!

In a brainstorming session, a group of people get together to  
(1) ..... ideas or come up with ways to  
(2) ..... a problem. Here's how you do it.

Step 1: Choose a leader and a secretary. The leader guides the session, the secretary (3) ..... notes. The same person can do both jobs.

Step 2: (4) ..... a time limit for the session and respect it.

Step 3: Everyone can now call out ideas. It doesn't matter if the ideas seem sensible or stupid. The important thing is to have as many ideas as possible, and to have some original or innovative ones. Nobody is allowed to (5) ..... or comment on the ideas in this part of the session.

Step 4: (6) ..... the ideas. Decide which ones will definitely (7) ....., and which ones could (8) ..... into good ideas.

## While watching


## VIDEO SKILLS: Understanding suggestions

## Suggesting and inviting ideas:

We could ... There should be ... Why don't we ...?  
What about (having) ...? We could (even) try to ...  
I was thinking ... Any ideas for ...?

## Justifying ideas:

Because ... Otherwise ... (= if not)  
It would be great for ... People would ...

- 2a  34 VIDEO SKILLS Read the video skills box. Then watch the video of a brainstorming session and complete the secretary's notes.



Luke Olivia Jack Chloe

## Brainstorming session

Topic: A new school prize system

Things to decide:

- 1 .....  
2 .....  
3 .....

- 2b  34 Watch the first part again (until 00:02:12). Complete the summary.

- 1 Luke thinks there should be a prize for .....  
2 Jack doesn't agree because there would be .....  
3 Instead, Jack suggests a prize for .....  
4 Chloe adds that there should be a prize for .....  
5 Luke also suggests a prize for .....  
6 Luke says the winner should be chosen by .....  
7 Chloe then suggests a prize for .....

-  34 Now watch until the end. Circle P (prize) or C (ceremony) to show what the ideas relate to.

photos P / C a red carpet P / C  
like an Oscar P / C MP3 player P / C  
a famous person P / C books P / C  
a local newspaper P / C money P / C  
e-readers P / C like the Oscars P / C

- 3a  34 Look at the rules for brainstorming in 1. Then watch again. Which rules does the group break?

- 3b Do you think the brainstorming session was generally positive? Why/Why not?

## After watching

- 4a Have you ever taken part in a brainstorming session?

YES: What was it for? Did it go well? Why/Why not?

NO: Think of a recent group decision you had to make. Would brainstorming have worked well? Why/Why not?

- 4b SKILLS 4 LIFE Hold a brainstorming session with a group of classmates, friends or family. Follow the steps.

- 1 Choose one of the options below, or think of another.  
■ Find a solution for poverty in the world.  
■ Find a way to get kids to eat food they don't like.  
■ Think of the best excuse ever for being late to class.  
2 Hold a brainstorming session. Follow the rules in 1, but make sure everyone has original ideas, and make sure that some of the ideas are original, stupid or mad. Or, have a brainstorming session by yourself.  
3 Analyse the idea. Try and develop all the ideas into solutions that could work.

## REFLECT ON IT



A lot of people believe they aren't creative. Do you think we can all be creative if we learn how to free up our imagination and think in different ways?