

## What is it for?

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A workshop process that enables the group to quickly order brainstorm data and to clarify meaning.

## Time & People

.....  
20 – 60 minutes  
15 – 50 people  
Ideal: around 20

## Materials

.....  
Blank cards or post-its  
Pen/pencil per person  
Blank wall

## Source

.....  
Institute of Cultural Affairs (ICA)  
Technology of Participation

## And also...

.....  
Text goes here.

## Description

- .....
- Write up the focus question for the cardstorming process where everyone can see it – refer to it often.
  - Introduce the workshop with a context describing what the group will be doing, why it's important, what the product will be and how long it will take
  - Ask participants to individually brainstorm their ideas about the topic · Form pairs or triads and ask the groups to discuss their ideas and write up 5 – 7 ideas individually on A5 cards (NB: you will want to generate about 30 ideas)
  - Ask the groups to spread their cards in front of them and ask for one card per group to post (provide some criteria: eg, best idea, most outrageous, most creative, most obvious etc)
  - Post the cards one at a time on the wall, clarifying meaning as you go
  - As more cards are posted, group similar cards together · When all the cards are posted do a review
  - Then name the clusters, starting with the largest cluster (NB: allow enough time to discuss insights and insist on a descriptive name, rather than a one-word title. Refer back to the focus question when the group gets stuck)
  - When all the clusters are named, check for any further variations or if anything is missing · Reflect with the group on the work they have done