

Modified 6-3-5 Brainwriting Exercise*

Challenge/Job to be done:	Date:
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Steps:
 1) Distribute a 6-3-5 Brainwriting Sheet to each participant. 2) Each person takes 3 minutes to list three ideas (across columns), and then passes sheet to the person on the right. 3) Each person reads ideas given to him/her, then adds another three ideas in next row. 4) Continue idea generation until everyone has written three ideas **on each sheet**, then stop. 4) Each person then **circles the best idea(s)** on the sheet he/she is holding and reports these to the leader, who records them on flipchart with sticky notes. 5) Group then discusses, clarifies, and combines the resulting ideas, until a satisfactory recommendation is reached. Optional: 6) If no satisfactory recommendation is reached, continue passing sheets around and selecting additional "best" ideas.

1	2	3

*Adapted from The Innovator's Toolkit, Second Edition (2012), David Silverstein, Philip Samuel, and Neil DeCarlo, New York: John Wiley & Sons.
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