

# Snowball – a way of conducting a structured brainstorm

## Method

- 1) Select the challenge/topic/question/project and ask individuals to record their ideas on post it notes.
- 2) This is done silently.
- 3) Individuals use one post it note for each idea.
- 4) Put people into pairs so that they can share their ideas and refine the list.
- 5) Put people into groups of four to do the same.
- 6) You could 'snowball' again depending on your group size or review the group lists together. You could do this by asking each group to nominate a spokesperson or ask each person to contribute one idea from the refined list.

## Things to think about

- Keep the timings tight and quick.
- Try the snowball standing up. People tend to be far more productive in this type of activity when they are standing up. The post its can also be put on walls and moved around.

## Benefits of this method

- An alternative to the more usual 'free for all' brainstorm
- Everyone (introverts and extroverts) gets an opportunity to contribute
- No single person dominates the ideas sharing
- Group members with less confidence will benefit from seeing that they have produced similar ideas to the person or small group that they are working with

