6 - 3 - 5 Brainstorming Method:

What Is It?

A process by which a team can generate ideas and build off each other ideas.

How is it done?

3-6 people, each write 3 ideas on a separate sheet in 5 minutes and then pass the sheet to the next person who builds on their ideas or adds more of their own, each rotation takes 5 mins.

In-person: After 5 minutes, pass your sheet to the person on your right and take the sheet from the person on your left.

Remotely: After 5 minutes, move your cursor to the next sheet in the circle clockwise from your starting sheet.

6 people- 3 ideas- 5 minutes!

Prerequisite: This presentation assumes you already know how to access the FigJam file and are authorized to edit.

Purpose of Presentation: To explain the 6 - 3 - 5 Brainstorming Method.

Requirement: A moderator for every group/session

Overview

There will be two phases: Brainstorming, and Mapping.

Phase 1: Brainstorming

Step 1: Moderator explains how this method works: 5 minutes

Step 2: First round is run to see how it works and feels for everyone: 2 minutes

Step 3: Moderator takes questions and cleans up: 3 minutes

Step 4: The other five rounds are run: 10 minutes

Total: ~20 minutes

Phase 2: (Affinity) Mapping

Instructions are provided in the last slide and/or here!

Brainstorming board on FigJam

Person 1 starts here

Person 2 starts here

Person 6 starts here

Person 3 starts here

Person 5 starts here

Person 4 starts here

Instructions

Step 1: Everyone is assigned a
color and row that has **their name**
already typed on **all sheets**

Example: Sheet 1 (right picture)

Step 2: Look for your **name** and **the order of your row** from **top to bottom** on **any** sheet.

Example: Sheet 1 (right picture)

How to find your starting sheet

Step 3: If your row is the **second** from **top to bottom**, your starting sheet is **Sheet #2** - go there!

Example: Rabia starts on Sheet #2 because her row is the second one from top to bottom.

Similarly, if your row is the **last one** from top to bottom, your starting sheet is **Sheet #6** or the **last sheet**.
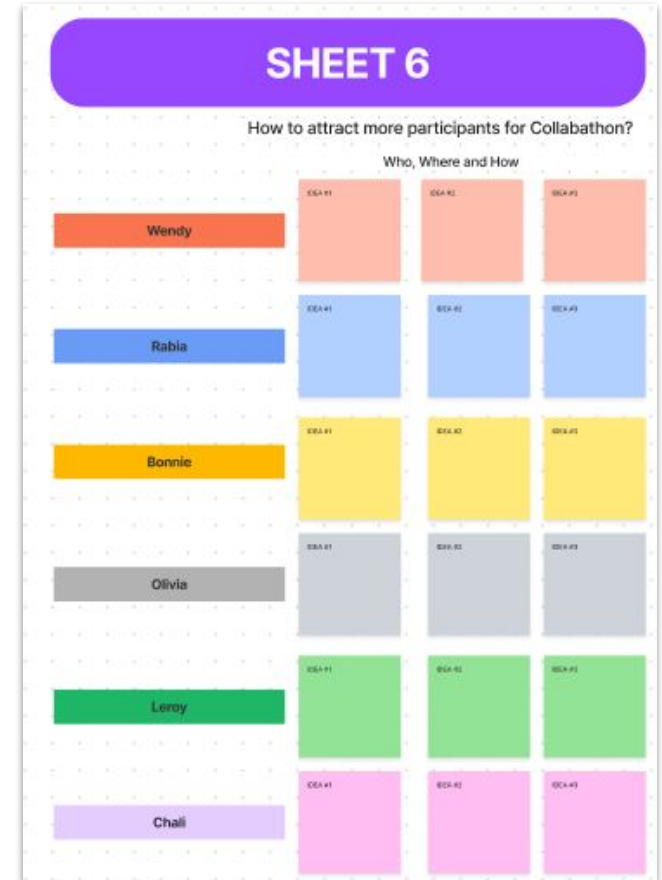
Example: Chali starts on Sheet #6/last sheet because her row is the last one from top to bottom.

Step 4: Start writing your 3 ideas as the timer of 5 minutes starts!

(amount of time can vary)

Step 5: When the timer goes off, go to the **next sheet** in a circle **clockwise** from your starting sheet.

Example: Wendy will go from Sheet #1 to Sheet #2 that has Rabia's ideas! (picture below)
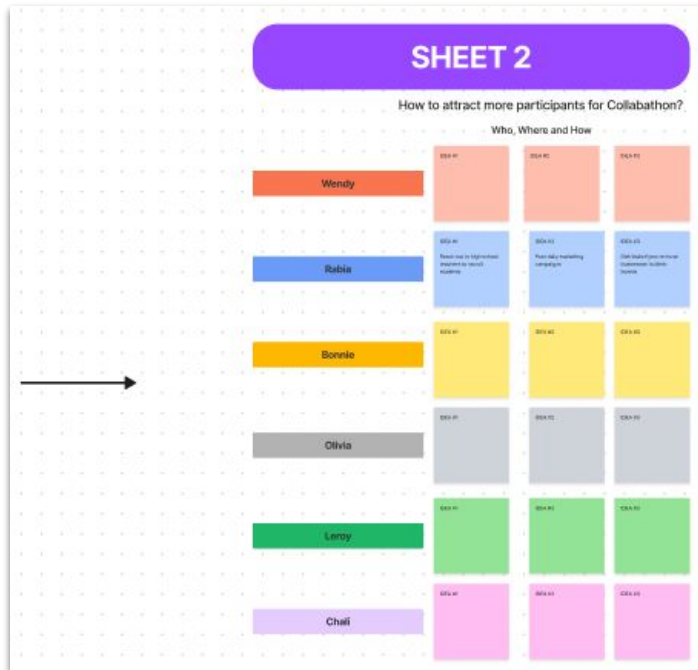
Step 6: Build your ideas **from the person's ideas** on the sheet OR create more of **your own** ideas!

Example: Wendy adds 3 ideas above Rabia's ideas! (picture below)
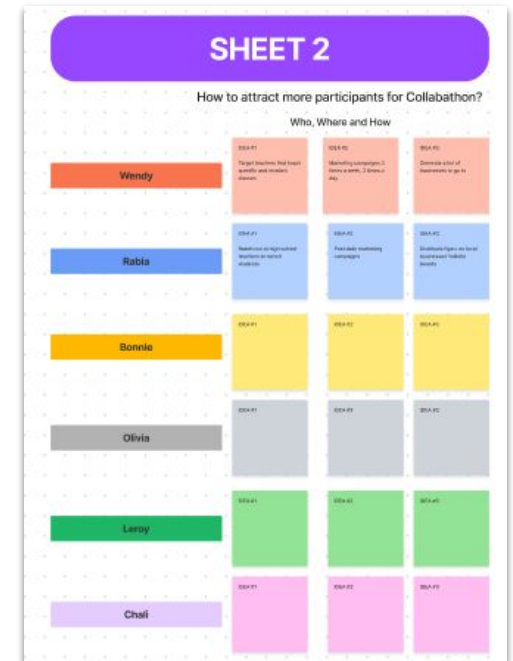
Note:

As you go through each sheet, more ideas will already be there. Feel free to build ideas from anyone's ideas on the sheet!

Step 7: Keep going for more rounds until everyone is back to their **starting** sheet!

Example: Wendy is back to her original sheet and seeing others' ideas on the sheet! (right picture)

SHEET 1

How to attract more participants for Collabathon?

Who, Where and How

Wendy

IDEA #1
Reach out to local tech companies for mentors

IDEA #2
Distribute flyers at high schools and colleges

IDEA #3
Reach out to college students on social media

Rabia

IDEA #1
Give a timeline for each strategies being implemented

IDEA #2
Review each strategy every 2 weeks to assess its effectiveness

IDEA #3
Switch strategies every 2-3 weeks if needed

Bonnie

IDEA #1
Select top 3 campaign strategies to implement

IDEA #2
Add at most 1 strategy every 2 weeks to avoid overwork and burnout

IDEA #3
Offer to help with building LinkedIn profiles

Olivia

IDEA #1
Have lists of campaign strategies for high school and college students separately

IDEA #2
Make sure no title is too generic or sounds less important than other titles

IDEA #3
Have someone be in charge of updating the FAQ site/document whenever a new question is asked

Leroy

IDEA #1
Research marketing campaign strategies tailored for students

IDEA #2
Think of cool titles for each role that we're recruiting for

IDEA #3
Have a FAQ website or document for all the questions someone may have

Chali

IDEA #1
Reach out to college clubs

IDEA #2
Send mass emails to college students in specific departments

IDEA #3
Reach out to professors from specific departments

After 30 minutes, a group of 6 will have **108** ideas!

Happy

Brainstorming!

Have Questions?

Reach out to Wendy Tran at:

Hack for LA Slack: @Wendy

Email: wendytran321@gmail.com

Mobile Number (text): 317-560-2193

Time zone: EST

Response time: Within 24 hours

Frequently Asked Questions

Check out this Google Doc with all the Q&A: [YJN - 3-6-5 Method FAQ](#)

Comment your own questions **in the doc** - we'll answer and add them to it!

Mapping phase: after all ideas are written

Step 1: Post-brainstorming break: 5 minutes

      Meanwhile, the moderator will skim through the ideas, identify some common themes, and generate an affinity map.

Step 2: Everyone categorizes their ideas on the affinity map: 5 minutes

Step 3: Unmapped ideas are reviewed and categorized appropriately: 10 minutes

Step 4: The team goes over each category: 20 minutes

Total: ~40 minutes