

## COLLABORATIVE CYCLE



Here's a simple and effective structure to get the most out of an assembled group of people. Use it as the basis for brainstorms and other generative meetings.

## HOW TO

- 1 Remove distractions. Encourage attendees to shut computers down and stay engaged in the conversation.
- 2 Set context. Give the group some context on what you want them to do together—brainstorm ideas, review user video, sort information, receive feedback, etc. (5 min)
- 3 Get the content out! Start the exercise and have participants capture their insights on post-its or sketch ideas. One idea at a time. (30 min)
- 4 Step back to organize what was created. Encourage discussion by finding themes and identifying gaps that will move the team forward. (15 min)
- 5 Assign specific people tasks and deadlines to ensure progress. Follow up on their progress. (10 min)

## TIPS &amp; TRICKS

The collaborative cycle is a way of working that enables creative thinking. Don't let people talk their way through the time or 'nay say' ideas.

Encourage the team to think expansively and save critique for a designated time.

Ideas will build off of each other, so slow starts are okay.