



DIVERGE

1. INTRODUCE

2. INSPIRE

> 500

3. GENERATE
IDEAS

30-40

4. GROUP AND
CHOOSE IDEA
DIRECTIONS

12

6. PRODUCE
INNOVATIVE
CONCEPTS

12

5. PRODUCE
IDEA
MINDMAPS

12

7. PRESENT
CONCEPTS

8. EVALUATE
INNOVATIVE
CONCEPTS

9. WRAP
UP

CONVERGE

STRUCTURED BRAINSTORMING