

Pattern Cards Cheat Sheet

How to prepare the session



Group Size: research has shown that the ideal size of a group for brainstorming is between 3 and 5. Less triggers too much in depth discussion, more splits the group in multiple subgroups.



Selected Cards: while it is good to go through the set and preselect the cards you wish to use whilst brainstorming, going through each card in the idea generation exercise is too time-consuming and inefficient.



Time: generating new ideas is hard and exhaustive. In order not to fry your brain, don't make idea generation exercises longer than 60 minutes. Rather, use multiple groups or multiple non-consecutive sessions.

Brainstorming Variants



Multiple Cards: the “normal” way we do our ideation sessions is with a set of 6–7 cards, which we have preselected. The group then has around 5min per card to come up with new ideas – time pressure enhances creativity.



Single Card: to dig deeper into a specific business model you can also spend 20–25min on one card. Prepare a few additional cases to give additional inspiration. Generally, you will get a couple of good ideas in the first 5min and some highly creative ideas in the last minutes.



Topic-based: Alternatively, you can also work on specific topics: there are multiple cards concentrating on revenue models, on different forms of cooperation or lock-in possibilities.

Pro Tips

Preparation
<ul style="list-style-type: none"> Prepare a creative environment Invite externals Do a warm-up exercises to loosen up people

Card selections
<ul style="list-style-type: none"> Experiment with similar and confronting patterns Use diametrical patterns (e.g. target the poor/ultimate luxury)

In the process
<ul style="list-style-type: none"> Write only 1 idea on a single sticky note Force ideas e.g. 1 idea/minute Set brainstorming rules