

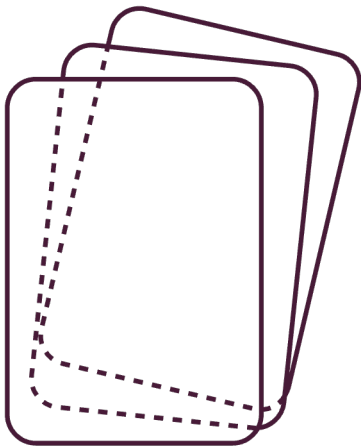
Pattern Cards Cheat Sheet

How to prepare the session

Group size: research has shown that the ideal size of a group for brainstorming is between 3 and 5 people. 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 pre-select 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, make idea generation exercises no 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 5' 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 20-25' on one card. Prepare a few additional cases to provide extra inspiration. Generally, you will get a couple of good ideas in the first 5' 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

- Prepare a creative environment
- Invite externals
- Do a warm-up exercise to loosen people up

Card selection

- Experiment with similar and confronting patterns
- Use diametrical patterns (e.g. target the poor / ultimate luxury)

In the process

- Write only 1 idea on a single sticky note
- Force ideas e.g. 1 idea/minute
- Set brainstorming rules