



Brainstorm in a Box

Welcome to the Brainstorm in a Box for our Grameen Social Business Challenge!

We're tackling the issues of social business and health in low-income communities, and we're glad you can join us!

In the Concepting phase of the challenge we're seeking your fresh ideas. These could be big ideas, little ideas, health ideas, rural ideas, urban ideas... all are welcome.

You can submit them online at: <http://bit.ly/grameen-ideas>

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily.

This "Brainstorm in a Box" is a handy tool for hosting your own brainstorm!



How might we use social business to improve health in low-income communities?

open IDEO



Here's how...



1. Gather your participants and materials

Send out an email, organise brunch, get your brainstorm group together. 3-5 is a good group size. Alternatively, you could also use this guide to brainstorm on your own while riding the train to work.

Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we're providing you in this package), post-its, sharpies. M&Ms and sweets are good for a pick-me-up during long brainstorms.

2. Pick a brainstorm topic

We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we use storytelling to raise awareness and encourage prevention of various health issues?"

3. (Optional) Start with a warmup exercise

To get warmed up, you might want to try a quick 5 minute warmup exercise that's related to the topic (also on the next page...)

4. Rapidly brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm (http://bit.ly/oi_brainstorm) before you start.

5. Upload the concepts

Potentially the most challenging and important part of your mission. Uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them all in at work, or take photos of each and upload as images in the concepting form.

<http://bit.ly/grameen-ideas>



Brainstorming topics



What kinds of social businesses might be best suited to showcase and make use of local resources?

Can we think about ways to invest resources back into the local economy to create a loop of local resilience? Consider resources like time, money, expertise, training, culture alongside physical resources like coffee, agriculture, etc)

Warm-up: List 10 resources that you know which are available in Caldas.

How might we engage the children and young people of Caldas in creating healthy, happy and productive communities?

Youth provides tomorrow's leaders. Can we think of ways which enhance their sense of community-connectedness and participation while they're still young?

Warm-up: List 20 things that get children collectively excited and active.

What kinds of support and training might encourage entrepreneurship and social business creation?

Low-income communities feature a wide variety of needs – many of which may be addressed by entrepreneurial activity to supply of goods, services, connectivity, etc. Can we cultivate a culture of entrepreneurship through which a community which is better served?

Warm-up: List 20 ways in which applied learning & creativity can be nurtured

How might we develop ways to encourage peer-to-peer support and partnership?

People can connect through a variety of means: face-to-face, SMS, phone calls, community bulletin board. What support networks can we devise which would foster active, healthy, productive communities?

Warm-up: List 20 ways in which people can connect & get support – keeping in mind the context of low-income communities.



Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary



Concept Capture Sheet

Name _____

Sketch your concept!

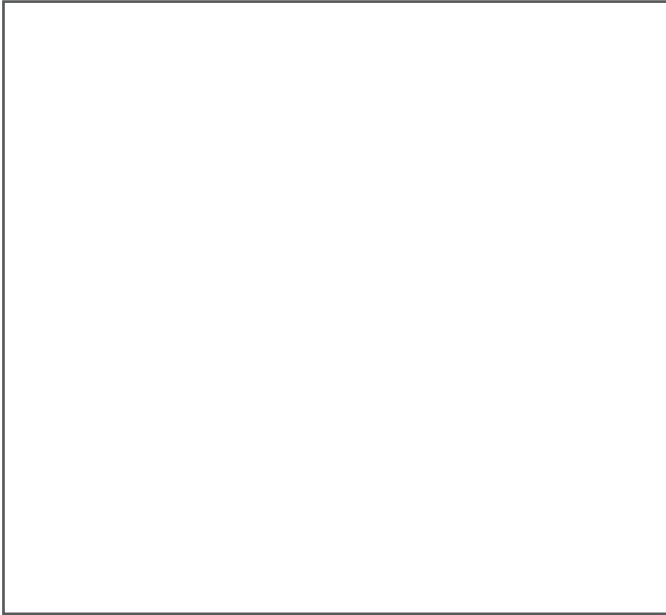
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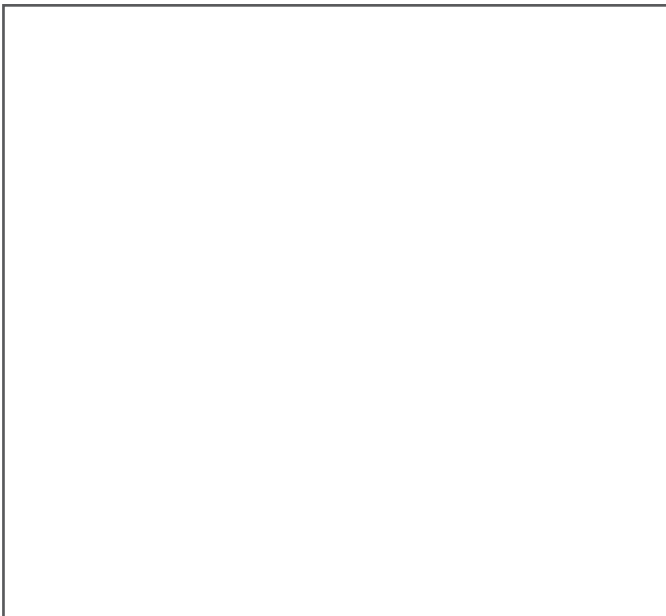
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