



Scouting Ireland – Venture Scout Team

Brainstorming and Idea Generation¹

Brainstorming is one of the most commonly used methods for gathering ideas. Ask all **Venture Scouts** to suggest ideas, and write them all down on a blackboard or flip chart.

Strive for quantity, rather than quality at first. In the next step, analyze the ideas, combine them with others, split them up and play around with them until you think up usable programme ideas.

Themes

Themes are another very useful way to generate programme ideas. By combining a “theme” with any or all of the elements of the Scouting Ireland programme, you can dream up a number of ideas...

Alphabet System

With this system, you just run through the alphabet and list programme ideas beginning with each letter. Or you could take your key word for a programme and go through the alphabet developing ideas in rhyming variations of the word...

Turn The Pages System

Using magazines or newspapers; look at each page to see what ideas come

¹ Adapted in part from the documents “Idea Generation” and “Creative Thinking” written by Scouting Ireland’s Programme Development Team

to mind. Turn the pages slowly so ideas have time to rise to the surface...

Question And Answer Game

Bring in some outsiders - young people or adults - and get them to ask questions about the Venture Scout programme. (The less they know about Venturing the better.) Then ask them questions. Usually, you'll understand a great deal more about your programme than you did before you started, even if they don't.

Brainstorming Relay

Place sheets of paper or a sheet of paper on a table or floor. Patrols are lined up at the end of the den/hall and invited to run up individually and write down suggestions on the paper. The paper can be visited as many times as the scouts like until they run out of ideas. Scouts will often spot an idea on the sheet of paper which will prompt another idea and so they may need to re-visit the sheet a number of times...

Catalogues

A catalogue, trade directory or Yellow Pages is used to spark off ideas. Titles of books, films, comics, etc. can be used in a similar way. These ideas may act as stepping stones to further ideas, or trigger new approaches.

