

# “CHUNK AROUND” BRAINSTORMING (CAB)

I devised this method of brainstorming to attempt to drum up new ideas starting with an existing item, subject, or service. The idea is to put the specific example in the yellow “Item/Subject” box and proceed to fill in the remaining blanks as best you can.

I have found this method to be useful, but not perfect as I almost invariably end up with duplications and empty squares. I should probably try a bit harder! 😊

When addressing the “Who?” block, consider what person, audience, or organization would use the preceding item.

When addressing the “What?” block, consider what category the item fits in or the closest related “higher characteristic group” it might fit into.

When addressing the “Why?” block, consider the intent or purpose of the preceding item – the ‘why’ it is used or needed.

