LIFE SKILLS CREATIVITY AND INNOVATION

BRAINSTORMING

1 **When do you need ideas from other people? Tick the sentences that are true for you.**

to do projects at school
to decide what to wear in the morning
to make a room more attractive for a party
to do homework
to buy a present for a friend

In pairs, compare your answers.

2 **Think of an example where you worked with other people to get ideas and tell the class.**

Last term, we had a science project. We had to think of an experiment to do in groups.

LIFE SKILLS

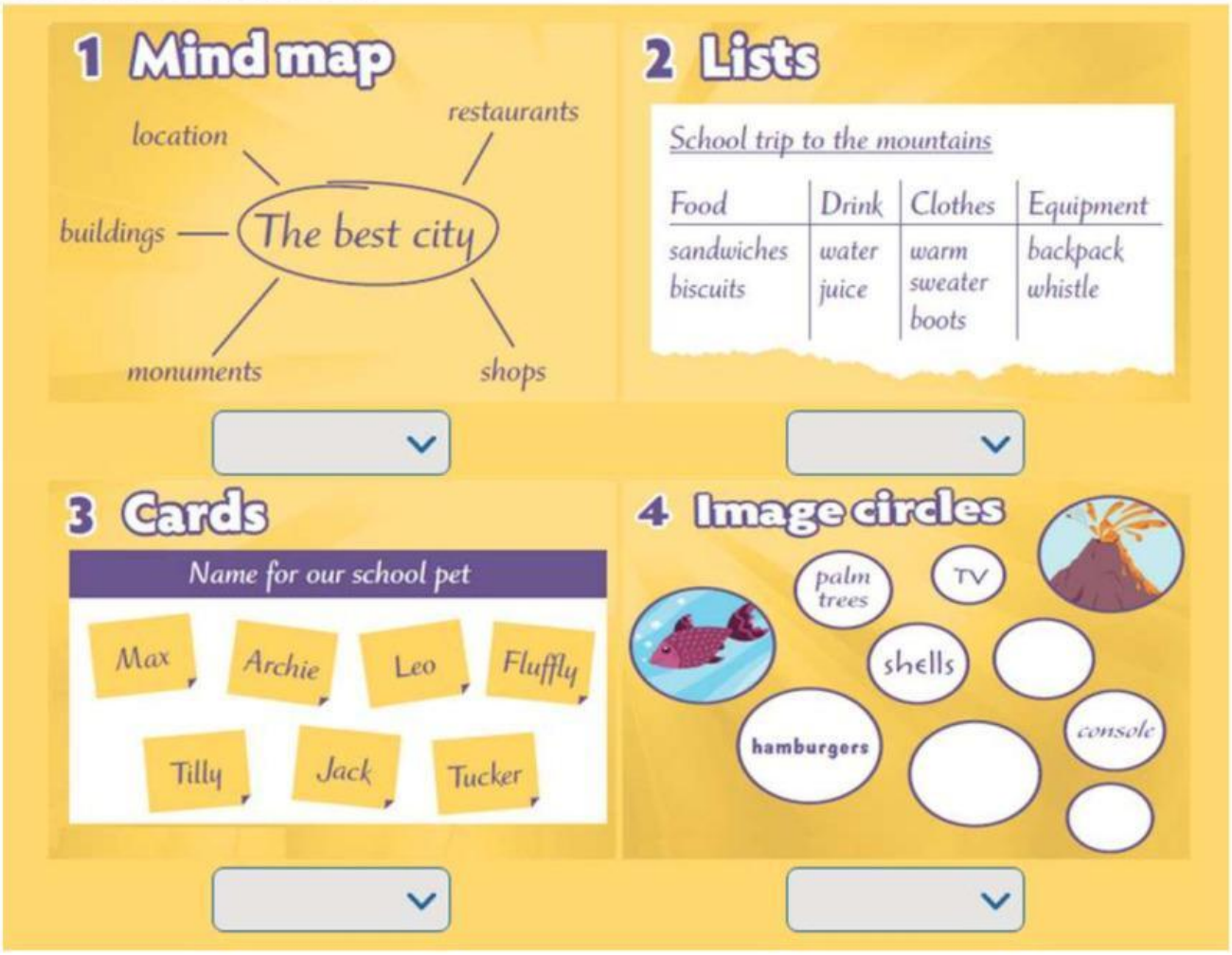
Brainstorming is a way to think of different ideas:

- to solve a problem
- to create something
- to plan something

Brainstorming is thinking of lots of ideas in a group or individually. If more people take part, then there are more ideas.

LIVEWORKSHEETS

3 Read the text and match groups A–D to the brainstorm techniques 1–4.



Group A

We chose one person in our group to be the secretary, who wrote down the ideas. We put the ideas in lists in different columns. When we had lots of ideas, we numbered them in order of importance. Then, we crossed out the ideas we didn't like so much. In the end, we planned a fantastic event!

Group B

In my group, we drew lots and lots of circles on the page. Then, we took turns to put an idea in each bubble or circle. We didn't write sentences. Instead, we wrote one or two words which expressed our idea, although some people drew a picture. Some of the ideas were crazy, but it was fun to see things that other people thought were important.

Group C

We decided to draw a circle in the middle of the page and write the topic in the centre. Then, we drew lines which connected the middle circle to the other circles. Each of the circles contained ideas about a different part of the topic. It was good because everyone knew different pieces of information, like names or places, so when we finished, we had a lot to write about.

Group D

Each person in the class wrote one idea on a card. Then, we put all the cards on the board at the back of the room. We put the cards that had the same ideas together in groups on the board and then we voted to decide on the best one.

LIVEWORKSHEETS

4 **Read the texts again and answer the questions.**

GROUP A

1 Did all the students write down their ideas?
2 How did they organise their ideas?

GROUP B

3 What did the students write in the circles?
4 Did all the students write in the circles?

GROUP C

5 What did the students write in the middle circle?
6 Did they learn new information?

GROUP D

7 What did the students use to show their ideas?
8 What did they do with ideas that were the same?

5 **In pairs, discuss which brainstorming idea you think is best and explain why.**

96 **6** **Listen to four students planning a school party. Which brainstorming method do they use?**

96 **7** **Listen again and answer the questions.**

1 What are the topics they mention first?
2 List two of the themes the students suggest.
3 Which nationalities do they mention?
4 How many topics do they have at the end?
5 What is the name of the final topic they mention?

8 **Choose the correct options.**

USEFUL LANGUAGE

1 *Do we* / *Shall we* all write down a list of suggestions *first* / *firstly*?
2 *Why don't we* / *We think to* make a mind map?
3 *Then* / *Last*, what about the other circles?
4 *What about* / *Let's* start with the theme.
5 *Shall we* / *How about* different nationalities?
6 *Next* / *After*, we'll have to choose decorations.

96 **Listen again and check.**

LIVEWORKSHEETS

PROJECT

An advertisement

You see this advertisement for a competition and decide to take part.



- Work in small groups.
- Read the situation.
- Decide which brainstorming technique you are going to use.
- Brainstorm ideas.
- Choose the best ideas and make a poster for the competition.
- Present your poster and explain your film idea to another group or to the class.

LIVEWORKSHEETS