

STARBURSTING

WHAT IS IT?

Starbursting is a form of team brainstorming activity that ensures that the right questions are asked in a systematic and comprehensive way before any solution is developed and approved.

Starbursting is focusing on generating questions instead of answers. It can be used iteratively in a way that further breaks down into questions.













Each of the six points of the star is labelled with basic questions: who, what, where, why, when, and how.

HOW DOES IT WORK?

The tool can be used individually or with one or more small groups (four people per group, for instance):

- 1) Write the topic you aim to develop a solution for in the centre of the star.
- 2) Brainstorm questions about the topic starting with each of the question words around the star (who, what, where, why, when, and how). Generate as many as possible but do not answer any at this stage.
- 3) After coming up with a comprehensive set of questions, find answers for the questions.
- 4) Depending on the scope of the topic, further starbursting sessions can be run to explore the answers to the initial questions further.

USE IT TO

-  SET INNOVATION OBJECTIVES ✓
-  DEVELOP INNOVATION FRAMEWORK ✓
-  IMPROVE INNOVATION PROCESS ✓
-  LEVERAGE PEOPLE'S TALENT ✓
-  STIMULATE COLLABORATION ✓
-  GROW INNOVATION NETWORKS ✓
-  BOOST CREATIVITY & INNOVATION CULTURE ✓
-  ENCOURAGE BUSINESS MODEL INNOVATION ✓
-  MONITOR INNOVATION PROGRESS ✓
-  SCALE ✓
-  MANAGE INNOVATION FINANCIALS
-  INCREASE INNOVATION VISIBILITY

COMPLEXITY



DURATION



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Source: Cotton, D. (2016): The Smart Solution Book: 68 Tools for Brainstorming, Problem Solving and Decision Making.

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