Exercise Brainstorming

## Description

To develop core thoughts and ideas of your project, these three minutes lasting exercise will develop keywords surrounding your I3 project.

## Purpose

To enable a kick off to project management, ideas will be captured in an unstructured way.

## Activities

Take a blank sheet of paper and turn it to landscape format. Write your main subject in one to three keywords into the middle of the page and make a circle around it. For the next three minutes, completely focus on your topic and write down as much keywords as possible surrounding the circle.

## Results

Many unstructured keywords about the main idea outlined in the centre of the page.

## Further steps

Mind mapping in the following exercise.