

# Associations: Word by word / sentence by sentence

## What is it used for?

Finding and/or distilling and reviewing ideas in a co-creative way.

E. g. starting from a question / an assertion stated by anybody / an idea:

- Each person says exactly one word: common answers emerge in 3 – 5 sentences.
- Each person says a word or a short sentence, which has to start with the following letter of the alphabet.
- At the end of a sentence name a number = number of words that should be used in the next sentence.
- Constraints: After two minutes of brainstorming add a constraint starting with "But: What if..." that makes the situation more difficult
- Threesome solution and a general wisdom: 1st person describes a situation in a sentence related to the topic / an aspect of it; 2nd person introduces a twist / a problem / a challenge; 3rd person names a solution; 4th person derives "general wisdom" from it (example: like a farmer's rule) (Done in groups of maximum 9 persons, the role of the 1<sup>st</sup>, 2<sup>nd</sup> ... person switches)
- "My hobby is your solution" Each person in the group thinks about an own hobby. And also: Which skills / talents are especially important to pursue this? Then one person from the group formulates a question / problem, then everyone answers one after the other in one to five sentences: "If I translate this question to the "world" of my hobby, then there it would be like... What I thereafter would do / let / try ..."
- Rolestorming: Take the perspective of famous persons – best completely unrelated to the topic: How would he\*she tackle the problem?
- Beats: cut out sentences / steps of concepts and change the order: What becomes more visible this way? What changes?