

Brainwriting (6-3-5 method)

Brainstorming in writing: six people write three ideas in five minutes and pass the sheet on so the next person can build on them.

In Spanish

Brainwriting (método 6-3-5)

Origin

Rohrbach (1969)

Output

Sheets of written ideas that build on one another



What it's for

It lets everyone ideate at once: nobody waits their turn, and the ideas of quiet people count as much as those of talkative ones.

Key elements

In silence

Each person writes; nobody interrupts.

On others' ideas

Each round continues, improves or discards the ideas received.

Fixed pace

Six rounds of five minutes: up to 108 ideas in half an hour.

How it's done

1



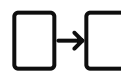
Hand out the sheets with the problem written at the top.

2



Write three ideas in five minutes.

3



Pass the sheet and continue someone else's ideas.

Applications in design

✓ When to use it

In groups where some people talk much more than others.

✗ Avoid

Voting without having read all the sheets.

👁 Don't fall for it

Write short, clear ideas: someone else has to understand them without asking you.

Connections

Related to

■ Crazy 8s

■ Affinity diagram

■ Brainstorming

Authors and works

1969

Bernd Rohrbach

Published it as the "635 method": six people, three ideas, five minutes.

Sources

Original sources

- Rohrbach, B. (1969). Kreativ nach Regeln – Methode 635, eine neue Technik zum Lösen von Problemen. Absatzwirtschaft, 12, 73–75.

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