

brainstorming india

Week 3

schedule

- First Half: Brainstorming Workshop
- Short Break
- Readings and discussion
- Case study exercise

feedback

I. Which of the following statements best describes this class session?

	Very well	Moderately well	Neutral/unsure	Somewhat well	Not at all
I felt engaged	71.4%	28.6%	0.0%	0.0%	0.0%
It challenged my assumptions	0.0%	42.9%	57.1%	0.0%	0.0%
The content was appropriate to my background level	28.6%	57.1%	14.3%	0.0%	0.0%
The content matched my interests	42.9%	42.9%	14.3%	0.0%	0.0%

takeaways

- A few students dominate discussions
- Discussions need more flow and focus
- Discussions are good, more time please?

teams

- Everyone has been allocated a team
- Details in the class mail sent yesterday
- If you didn't respond we've placed you by availability
- All the projects and clients are great!

lia



- ▶ mechanical engineer
- ▶ mba
- ▶ d.school
- ▶ medicine
- ▶ harper
- ▶ cool

kerry



- ▶ anthropologist
- ▶ mba
- ▶ d.school
- ▶ equity research
- ▶ medical devices
- ▶ people

case studies

- Remember: Focus on key top-level ideas
- Allocate time – brainstorm freely but quickly
- One slide only – no lengthy exposés