

# Role-Storming

## Who will you play?

### HOW TO USE

Creativity takes bravery. We sometimes feel guarded about sharing new ideas with others. Role-storming is a type of brainstorming which helps decrease these inhibitions through fun, foolishness, and laughter.

Use this technique to encourage idea sharing and to view things with a new perspective.



**Identify and assign roles.** They might be related to sectors of the community, roles within the coalition, or just plain silly.

**Get into character by asking:**

How does this person see the world?  
How would this person solve problems?  
What are their strengths and weaknesses?



**Let the show begin!** Start brainstorming as your respective characters. Be sure to record your ideas.

**When everyone is out of fresh ideas, consider assigning new roles and doing this process a second time.**

Review all ideas at the end and note what you wish to move forward on.



Role-storming was developed by Rick Griggs. Learn more about his work at [www.toolshero.com/effectiveness/role-storming-griggs](http://www.toolshero.com/effectiveness/role-storming-griggs).

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