

# CREATIVITY - Name of the Tool

## 1) NAME AND DESCRIPTION OF THE TOOL

“Role-storming” is a type of roleplay activity. The facilitator asks everyone on the team to take a slip of paper, where is written the name of a “role model,” making sure each person knows who their “role model” is, before beginning the activity. He/she tells everyone to think like their role model to solve a problem. Then, participants are given ten minutes to come up with as many ideas as possible. Once the time is up, each person’s approach to the problem will be discussed. The facilitator writes everyone’s ideas on a whiteboard and talks about how this activity helped them break their current thinking patterns and come up with fresh ideas. If the activity involved pretending to be someone else from the group, the facilitator should consider allowing that person to give their perspective and facilitate further discussion about the implications of their role.

## 2) OBJECTIVES OF THE TOOL

The objectives of “Role-storming” are:

- Stimulate participant’s creativity;
- Encourage individuals to lose their inhibitions by adopting another character;
- Help to explore different perspectives and opinions, opening their minds to different viewpoints;
- Come up with new ideas in the process.

## 3) CONNECTION OF THE TOOL WITH THE ENEMY

By adopting another character, individuals are encouraged to explore different perspectives and opinions, coming up with new ideas. This helps to stimulate creativity and thinking “outside the box”.



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### 4) RESOURCES & MATERIALS

Resources and materials needed for the project are:

- List of “role models”;
- Slips of paper;
- Paper and a pencil for each person to jot down notes.

### 5) IMPLEMENTATION OF THE TOOL

- Step 1, 5 minutes. The facilitator asks everyone on the team to take a slip of paper, where is written the name of a “role model,” making sure each person knows who their “role model” is before beginning the activity. He/she tells everyone to think like their role model to solve a problem.
- Step 2, 10 minutes. Participants are given ten minutes to come up with as many ideas as possible.
- Step 3, 10 minutes. Once the time is up, each person’s approach to the problem will be discussed. The facilitator writes everyone’s ideas on a whiteboard and talks about how this activity helped them break their current thinking patterns and come up with fresh ideas. If the activity involved pretending to be someone else from the group, the facilitator should consider allowing that person to give their perspective and facilitate further discussion about the implications of their role.

### 6) WHAT TO LEARN

This exercise will help to develop different viewpoints and come up with new ideas, stimulating creativity. The participant’s will get to know one another’s role and responsibilities more clearly, so that they can work together more efficiently in future.

