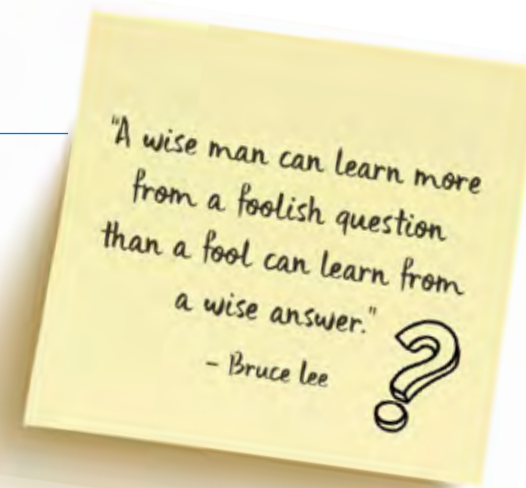




MAKING A DECISION

Starbursting



What is it?

It's a way to understand a new product or idea. You focus on coming up with questions that will challenge and fireproof the new idea. It brings a bit of order to proceedings and stops you bombarding colleagues who've had a new idea with a random barrage of questions.

How do you do it?

- Draw a star on a piece of paper – it'll need six points.
- Put the name of the product or idea in the middle of the star.
- Write who, what, why, when, where, and how at the tip of each point of the star.
- Come up with as many questions as you can – they need to start from each tip of the star.
- Set up another session to go through and answer the list of questions.

Why do it?

- It'll help you understand a new idea.
- It gives you a systematic way of challenging and stress testing something new.
- It makes life easier for colleagues who've come up with something new.

Find more ideas on how to unlock creativity in our e-book.

[DOWNLOAD OUR E-BOOK >](#)

What do you need?

TIME



Up to three hours

PEOPLE



Three

FUEL



Bag of sweets

MATERIALS



Pen and paper (you don't need any hats)

ENHANCE WITH



Microsoft Paint 3D and Teams

SUPERCHARGE YOUR STORM WITH



Surface Laptop with Teams

Use Paint 3D to draw your star on a Surface Laptop. Then gather round for half an hour and get those questions flowing. Once you have them, post your results in a Teams group and send an Outlook invite for the follow-up.