

### The Problem

Rolestorming originated as part of creativity challenge with brainstorming. Griggs observed that during traditional brainstorming sessions people would either run out of ideas or self-limit themselves for fear of appearing too eager or risking ridicule.

### No fear

Many people are embarrassed to volunteer creative ideas in a group. They are afraid that they will not be taken seriously. But it is these creative ideas that often make a fantastic contribution towards excellent solutions and with 'out of the box thinking' people bring about positive changes. It is therefore very important to stimulate employees to tap into their creative mental abilities and use these.

### At a Distance

Griggs discovered that people are not so much ashamed of their creative expressions when they put forward ideas in the name of someone else. That is the reason why this has become the starting point of his role storming theory. By speaking for someone else, people are encouraged to participate actively during a brainstorming session and share their ideas with other people. In theory, they pose as someone else and they play another role. This is how they distance themselves from their own ideas and as a result they are able to discuss more freely..

### Important Considerations Using Role Storming

Role storming is a simple way to have employees tap into their creativity and share this with a group without feeling embarrassed. It is extremely importance that during the role storming sessions, the roles are played in a respectful manner. When it concerns someone in the organization that people know well, this situation must be handled very carefully. There should not be any chance that certain character traits are used in a damaging manner and/or come to light in a damaging manner.

### 1. General brainstorming

By initiating regular, general brainstorming sessions, employees get used to thinking creatively. As a consequence, obvious ideas will receive more attention.

### 2. Identifying roles

By deciding in advance who takes on which role, it is easier for employees to identify with one another. A choice can be made from individual roles or collective roles. It goes without saying that this happens in consultation with the group of employees. The role that has been chosen must not refer a member in the group. In order to arrive at a good identification, it is considered advisable to have some information on the character. The role does not necessarily have to be associated with the problem that needs to be solved..

### 3. Putting oneself in someone else's shoes

in order to relate to the role, it helps to focus on the chosen figure/character for a few minutes. The following questions could be helpful in this:

- What could this character's personality be like?
- What is this character's perspective of society?
- How would this character solve problems?
- What are this character's strengths and weaknesses?

### 4. Role Storming

At this stage, everybody starts brainstorming together from their respective roles. From their new roles, they will feel free to suggest ideas and look at problematic situations from new and different perspectives. By speaking in the 'I' form they are encouraged to do so: "my character does not see a problem but an opportunity". It is important that each participant gets an opportunity to speak during the role storming session.

### 5. Repetition

When the sessions have produced insufficient creative ideas, it is advisable to repeat the entire procedure with various 'new' roles. In addition, continuity is important. For employees to get used to role storming, it is recommended to initiate such sessions at regular intervals.