

## Brainstorming, mind mapping and SWOT analysis.

### Assessment Task

#### **Generate business ideas for providing a service in your community (Group activity) (LO4 AS1)**

1. Brainstorm ideas for providing a service in your community. List 10 ideas.

#### Brainstorming rules:

- Clearly define the problem you want to solve.
- There are no stupid ideas; all ideas are welcome even if they are crazy or shocking.
- Ideas will only be evaluated at the end of the brainstorming session.
- Make sure that nobody criticises or evaluates any idea during the session.
- Encourage all members to be enthusiastic and uncritical during the brainstorming session.
- Get everyone to contribute and develop ideas, including the quietest members of the group.
- Let people have fun brainstorming. Encourage them to come up with as many ideas as possible, from practical ones to impractical ones. Welcome creativity.
- Do not carry on with one idea for too long.
- Encourage people to develop other people's ideas, or to use other ideas to create new ones.
- Appoint one person to note down ideas that come out of the session. A good way of doing this is to use a flip chart.
- Study and evaluate your brainstorming notes after the session.

(Source: Adapted from <http://www.mindtools.com/brainstm.html>)

#### **Group assessment checklist**

<b>Criteria</b>	<b>Yes</b>	<b>No</b>
Our group held a brainstorming session according to the brainstorming rules.		
Our group could come up with 10 ideas for services to render in our community.		
Our group enjoyed the brainstorming session because we could think creatively.		
Our group worked well together and encouraged everybody to participate.		

2. Mind-map your 10 ideas. Write your idea in the middle. Mind-map the following:

- a) Skills needed  
 b) Who is your target market?  
 Compare your mind maps and choose the five best ideas.

**Mind-mapping skills:**

- A mind map helps you to organise your thoughts and ideas.
- You can use it to analyse and seek solutions to complex problems.
- Position the main idea of what you are thinking about in the centre of the page.
- Use lots of space so that you can add things later.
- Make the map your own; personalise it. Use different colours or different pens.
- Look for relationships between thoughts or facts you are writing down.

**Group assessment checklist**

Criteria	Yes	No
Our group held a mind-mapping session and we mind-mapped all 10 our ideas.		
Our group could mind-map the target market for each of our ideas.		
Our group could mind-map the skills needed for each of our ideas.		
Our group chose our five best ideas.		
Our group understands that it is responsible to evaluate our ideas before choosing one.		

3. Do a SWOT analysis of your five best ideas. Look at the example below.  
 [2 x 4 = 8 marks for each SWOT analysis: 40 marks]

Look at Sibusiso's example of their group's grocery shopping idea:

STRENGTHS	WEAKNESSES
All group members love shopping! All members of the group have accompanied their mothers to a shopping centre and know how to choose the best value for money. All members of the group live close to each other.	Limited time after school to do shopping. At least one member of the group could get distracted while shopping, which could waste time.

All the group members are good with figures.	
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<p>Earn good pocket money.  Learn valuable money-handling skills.  Will get to know the older people and disabled in the community well.  Can receive orders via e-mail.</p>	<p>We depend on the availability of parents for transport.  We could purchase the wrong products and have to refund our clients.  If we receive orders via e-mail, we would have to pay the groceries upfront for which we would need capital.</p>