

Grade 7 EMS Worksheet

Assessment Task: Creative thinking generating ideas

Idea-generation techniques (Group activity)

Read the information below about idea-generation techniques and answer the questions that follow.

You need two ingredients to create good business ideas. You need knowledge. This includes business knowledge and knowledge of your market. You also need creativity. Idea-generating techniques help to unlock your creativity. Two useful idea-generating techniques are brainstorming and mind-mapping.

- a) Explain how brainstorming works. [5 marks]
- b) Explain how mind-mapping works. [5 marks]

Group assessment checklist

| Criteria | Yes | No |
|---|-----|----|
| Our group could explain how brainstorming works. | | |
| Our group could explain how mind-mapping works. | | |
| Our group appreciates the importance of working as a team to come up with ideas. | | |
| Our group members show respect towards each other when we work in a team situation. | | |

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Suggested Solutions

| Question number | Possible marks | Solution |
|-----------------|----------------|---|
| 1 | 10 | <p>a) Brainstorming is when a group of people get together to generate ideas about a certain issue. ✓ One person should be appointed to write down all the ideas. ✓ The point of a brainstorming session is to come up with as many ideas as possible. ✓ It is important to stick to the brainstorming rules to prevent ideas from running dry. ✓ One of the rules is to define the problem you want solved clearly so that everybody knows what the brainstorming session is about. ✓ People should be encouraged to come up with as many ideas as possible, regardless of the value of the idea. ✓ Ideas can be practical or impractical. ✓ The ideas are not evaluated during the brainstorming session, just generated. ✓ (any five facts) [5 marks]</p> <p>b) Mind-mapping can be done by a group or an individual. ✓ A mind map is a diagram that displays your thoughts in a visual form. ✓ The idea is to get you thinking “out of the box”, not just clearly along one line of thought. ✓ You write the word or phrase that you are mind-mapping down in the middle of a page and then have ideas “jump” out of it. ✓ Mind maps help you to think creatively. ✓ A mind map helps you to get the big picture when you think about a certain topic. ✓ (any five facts) [5 marks]</p> |

Appendix of Assessment Tools

Group assessment checklist

| Criteria | Yes | No |
|---|-----|----|
| Our group could explain how brainstorming works. | | |
| Our group could explain how mind-mapping works. | | |
| Our group appreciates the importance of working as a team to come up with ideas. | | |
| Our group members show respect towards each other when we work in a team situation. | | |