

The 6-3-5 Brainstorm

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

The 6-3-5 Brainstorm

Time: 30 - 40 min

Group Size: 4-6

Why and When to Use This Exercise

The 6-3-5 Brainstorming method is a structured, silent, and highly efficient way to generate a large number of ideas in a very short amount of time.

As the name suggests, the standard format six participants generate 3 ideas each every five minutes, resulting in 100+ ideas in 30 minutes.

The 6-3-5 Brainstorm

Quickstart Guide

Time: 30-40 min Group Size: 4-6

Materials: Template, Pens

Why?
To generate many ideas fast in a group, yet still do so in a structured way.

1. Form groups of 6 and explain the problem.
2. Give each person a grid; write 3 ideas in the first row in 3-5 min.
3. Pass sheets clockwise.
4. Further develop existing ideas in the next row.
5. Repeat until the grid is full.
6. Cluster, evaluate, and select top ideas, then discuss next steps.

Issue
Briefly describe the problem



6-3-5 Method

Consolidation
Let group members present their ideas

Cluster
Group similar ideas, use dot voting in final evaluation round

Evaluate
Record best ideas and assign priorities

 CARDANO
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Workshop Name | [Month] | [Year]
Adapted from @kbookstoolkit



Materials You Need

- ❑ **Pens:** Use pens for individual work and detailed documentation across brainstorming grids. They allow you to translate personal thoughts into readable contributions on your research templates.
- ❑ **Paper and Templates:** Gather paper and print the templates to provide a structured roadmap for your sessions. These materials are the physical foundation for everything from sketching to strategic mapping.
- ❑ **Timer/Alarm clock:** To keep the brainstorming rounds going, a visible countdown timer is useful. There are big timers available (e.g. for classrooms), or you can put up a digital timer on a screen.

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Best Practices

- ❑ **Stay Focused:** Avoid side chats or distractions. Let the participants focus on the task at hand.
- ❑ **Silence:** This is a silent exercise. Manage chatter and conversations to be at a minimum.
- ❑ **Build on Ideas:** Use a "Yes, and..."-mindset to expand on teammates' suggestions rather than dismissing them. is a silent exercise. Manage chatter and conversations to be at a minimum.
- ❑ **Embrace All Ideas:** Start broadly to gather all thoughts. Discuss, group, find patterns, then focus on the strongest ideas.

The 6-3-5 Brainstorm

Time: 30 - 40 min

Group Size: 4-6

1. Form groups of 6 and explain the problem.

Issue

Briefly describe the problem

Craft a short problem description in writing here.

Evaluate

Record best ideas and assign



The 6-3-5 Brainstorm

Time: 30 - 40 min

Group Size: 4-6

2. Give each person a grid; write 3 ideas in the first row in three to five minutes.

Issue

Briefly describe the problem

6-3-5 Method

Own
Stable
coin

Reward
NFT

Origin
explorer

Consolidation

Let group members present their ideas

Cluster

Group s
evaluati

Evaluation

Record



The 6-3-5 Brainstorm

Time: 30 - 40 min

Group Size: 4-6

3. Once the timer is up, pass sheets clockwise in the group.

Issue
Briefly describe the problem

6-3-5 Method

Consolidation
Let group members present their ideas

Cluster
Group synthesis and evaluation

Evaluation
Record

Own
Stake
coin

Ronald
NTF

Origin
explorer

PASS
ON

The 6-3-5 Brainstorm

Time: 30 - 40 min

Group Size: 4-6

4. Further develop existing ideas in the next row.

Issue
Briefly describe the problem

6-3-5 Method
Consolidation
Let group members present their ideas

Cluster
Group s
evaluati

Evalu
Record

The grid shows the following handwritten ideas on sticky notes:

- Row 1: Own Stake coin, Reward NTF, Origin explorer
- Row 2: Reward program on chain, EVENT Particip. NFT, DC (with a drawing of a truck)

Red arrows indicate the flow of ideas: one arrow points from the left into the 'Reward program on chain' note, and another arrow points from the 'DC' note to the right, labeled 'PASS ON'.

The 6-3-5 Brainstorm

Time: 30 - 40 min

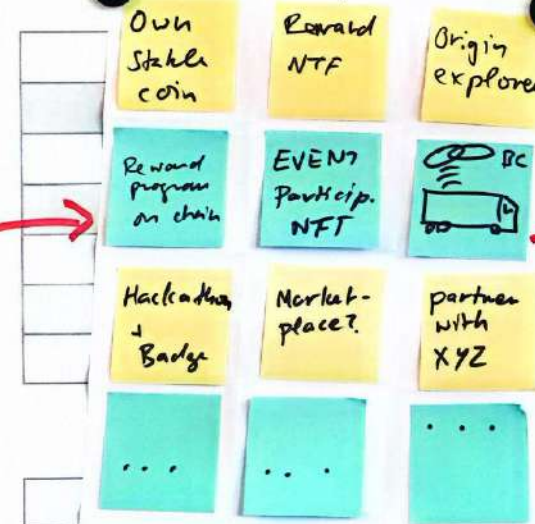
Group Size: 4-6

5. Repeat steps 2 to 4 for an agreed number of rounds (usually five rounds).

Issue

Briefly describe the problem

6-3-5 Method



PASS ON

Consolidation

Let group members present their ideas

Cluster

Group members evaluate

Evaluate

Record

The 6-3-5 Brainstorm

Time: 30 - 40 min

Group Size: 4-6

6. Cluster, evaluate, and select top ideas, then discuss next steps.

Consolidation

Let group members present their ideas



Cluster

Group similar ideas, use dot voting in final evaluation round



Evaluate

Record best ideas and assign priorities



Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [*The Design Thinking Playbook & Toolbox*](#) (Lewrick, Link, Leifer)
- [*IBM's Enterprise Design Thinking Toolkit*](#)
- [*Collaboration by Design*](#) (Coullomb, Collingwood-Boots)
- [*Tools from the Stanford d.school*](#)
- [*The Lean Startup*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please visit cardanofoundation.org or write to venturehub@cardanofoundation.org.