Template

# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

**10 minutes** to prepare
**1 hour** to collaborate
**2-8 people** recommended

## Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

**Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

**Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

## 1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

This business expenses provides a visual exploration of the various expenditures incureed by different businesses.

### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

## 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**Person 1**
- when we combined with descriptive statics, visualization provides an effective way to identify the structure and differences
- Business listings
- Set Goals

**Person 2**
- open a dedicated business account and connect our bank with accounting software
- keep and digitalize receipts and records
- Record transactions in a spreadsheet

**Person 3**
- Choose the right, talented and experienced employes
- Organize your process and workspace
- Use Good Marketing

**person 4**
- Separate personal & Business Expenses
- Know which expenses you can deduct
- Make a Budget

**person 5**
- Keeping company spending within budget and managing that budget efficiently and effectively
- keep good records
- Compare prices

## 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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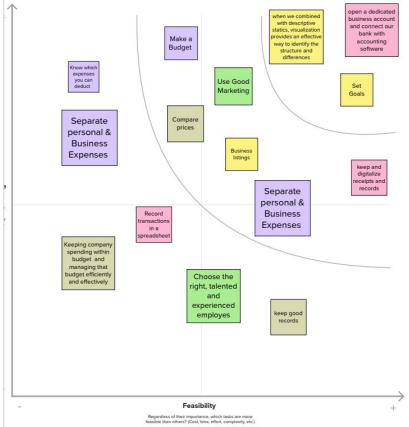
- Keeping company spending within budget and managing that budget efficiently and effectively
- keep and digitalize receipts and records
- open a dedicated business account and connect our bank with accounting software
- Set Goals
- Separate personal & Business Expenses
- Business listings
- Use Good Marketing
- Make a Budget
- Know which expenses you can deduct
- Record transactions in a spreadsheet
- keep good records
- Organize your process and workspace
- Compare prices

...uld all be on the same page about what's important ...d. Place your ideas on this grid to determine which ...rtant and which are feasible.

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can lead the group in doing so by using the hand pointer hotkey the **H key** on the keyboard.




## After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

**Share the mural**
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

**Strategy blueprint**
Define the components of a new idea or strategy.
Open the template →

**Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

**Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

**Need some inspiration?**
See a finished version of this template to kickstart your work.
Open example →