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

Need some inspiration?
See a finished version of this template to unleash your ideas.
Open example

Before you collab

A little bit of preparation with this session. Here's to do to get going.

10 minutes

- **Team gathering**
  Define who should part
  Invite. Share relevant in
- **Set the goal**
  Think about the problem
  the brainstorming sessi
- **Learn how to use the t**
  Use the Facilitation Supe
  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

TIP
You can launch a story mode and hit the pencil (bottom to-left) to add an oral brainstorm!

HOW MIGHT WE
Unexpected events and different signatures in numerous cards

Key rules of brainstorming

To run an smooth and productive session

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

2 Brainstorm

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

10 minutes

TIP
Take a moment to log in to Miro. It's easier to speak to Miro firmness, organize, and prioritize ideas when you do Rooms switch your focus.

Person 1 | Person 2 | Person 3 | Person 4 | Person 5 | Person 6 | Person 7 | Person 8

3 Group ideas

Review as many things sticks you mind and in making inclusions and mess sure that the inclusion will be good enough and presentable and not to make mistakes try to put proper information and details regarding inclusion.

20 minutes

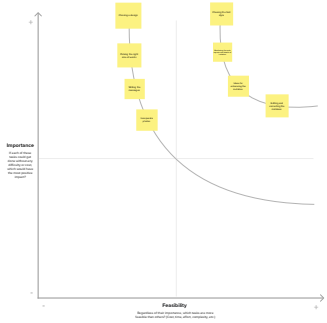
TIP
Take a moment to log in to Miro. It's easier to speak to Miro firmness, organize, and prioritize ideas when you do Rooms switch your focus.

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. Have a conversation around the spot by using the "Follow" function or hitting the **E** 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

1. **Share the mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export a copy of this 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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open this template

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