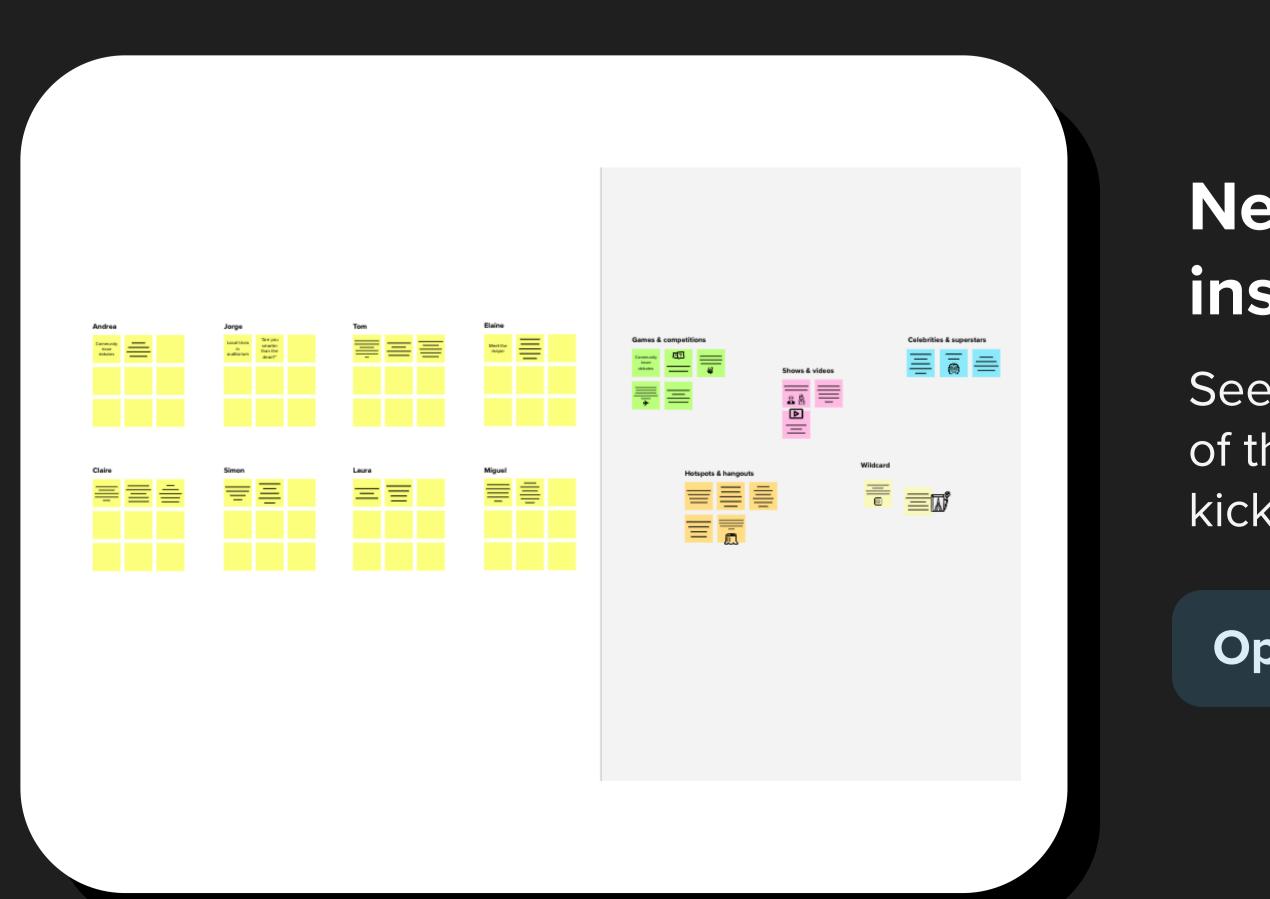


Brainstorm & idea prioritization

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 kickstart your work.

Open example -



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.

① 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 of the second second

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 →



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

How can improve air transportation?
What are the Effects of air travel on the Environment?
What are the technology developments in aviation?



Key rules of brainstorming

To run an smooth and productive session













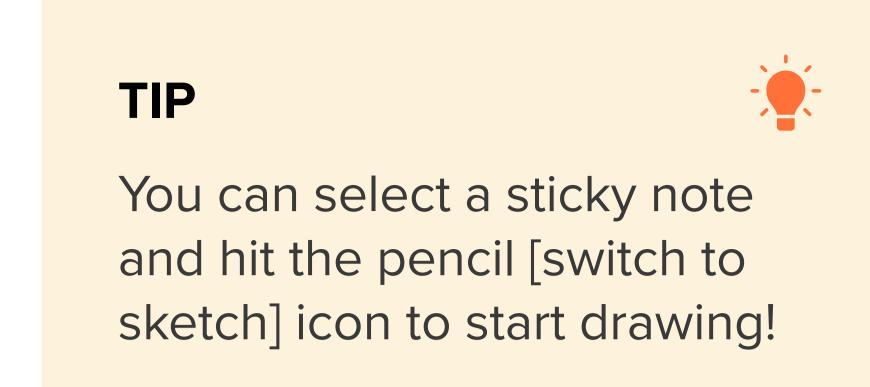


Brainstorm

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

ULD fleets

① 10 minutes



Person 1

Cargo-

friendly

airports

Digital air freight corridors

Enhancing the management and control of

Person 2

Emission of Greenhouse Gases

Noise pollution

Contrails Leading to Global Warming

Person 3

Artificial Intelligence(AI)

Automatic Flight Control Systems(AFCS)

Enhanced Ground Proximity Warning System(EGPWS)

Person 4

Increase in Infrastructure Flight Orders investment, and Number of Increase in airports and Low cost carriers. Routes

Technologies Impetus & Opportunities.

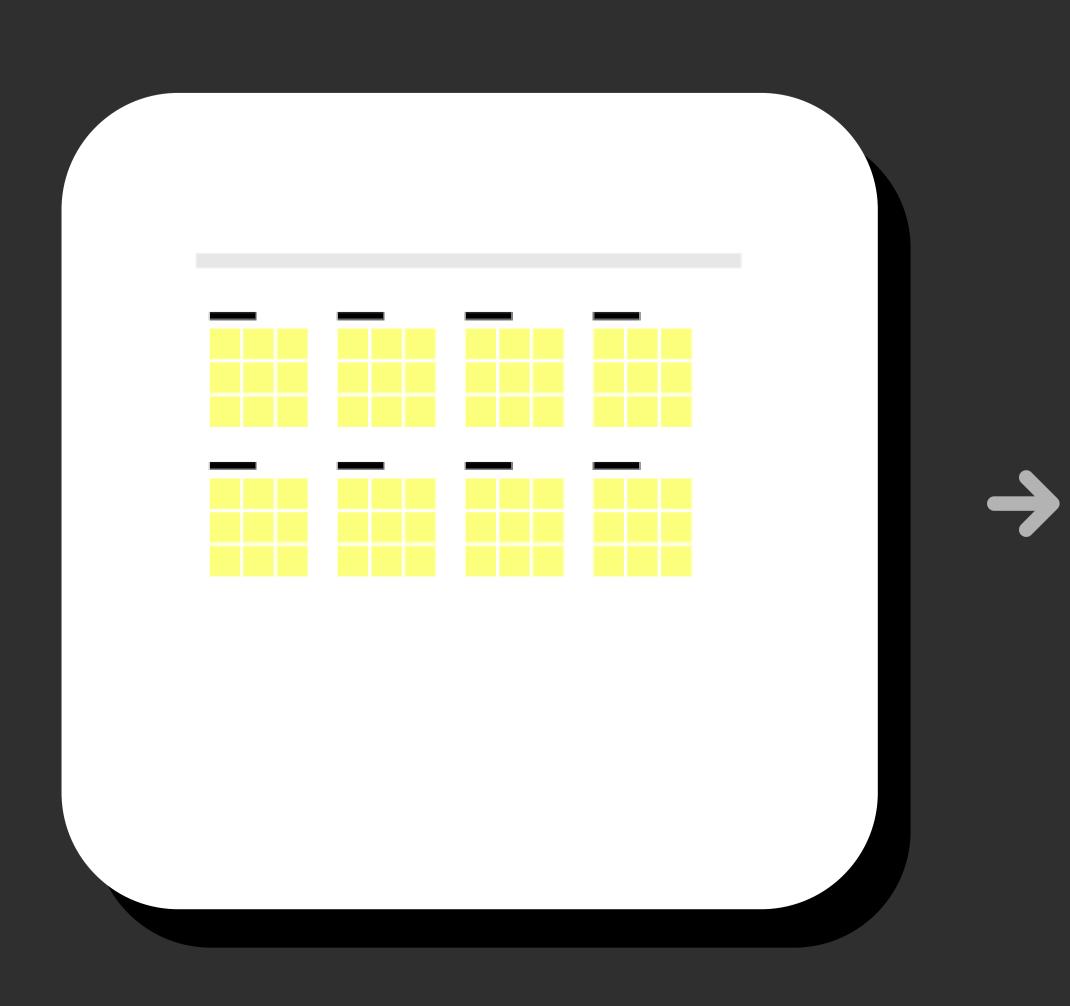
Person 5

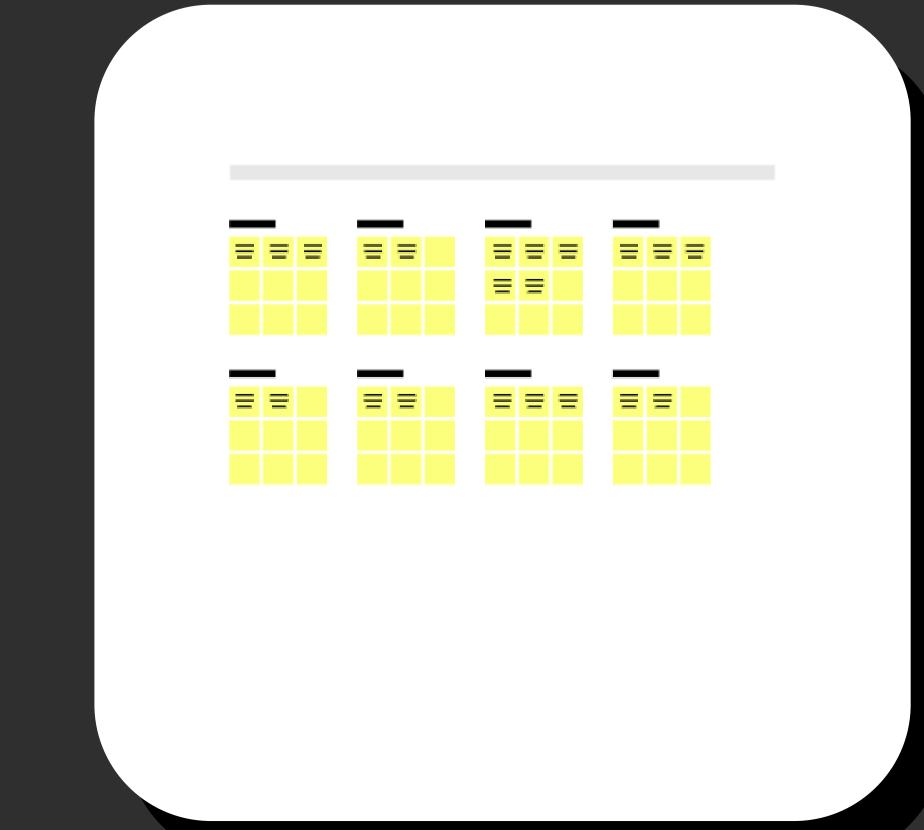
Person 6

Person 7

Person 8





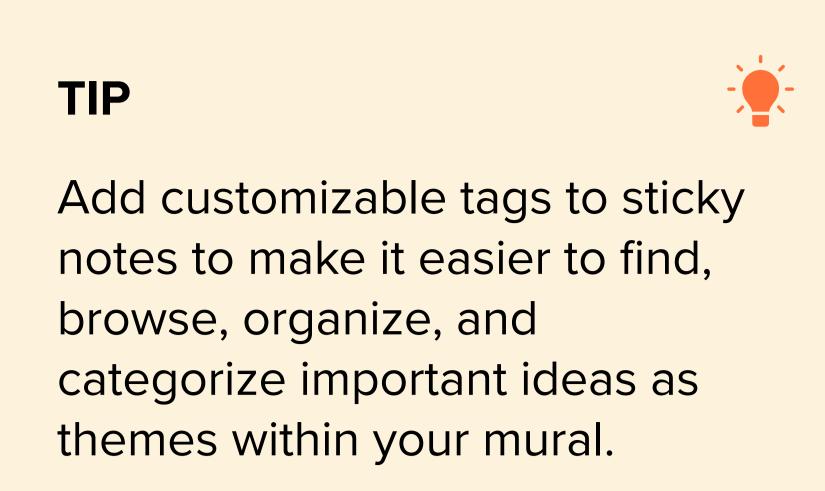




Group ideas

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.

① 20 minutes

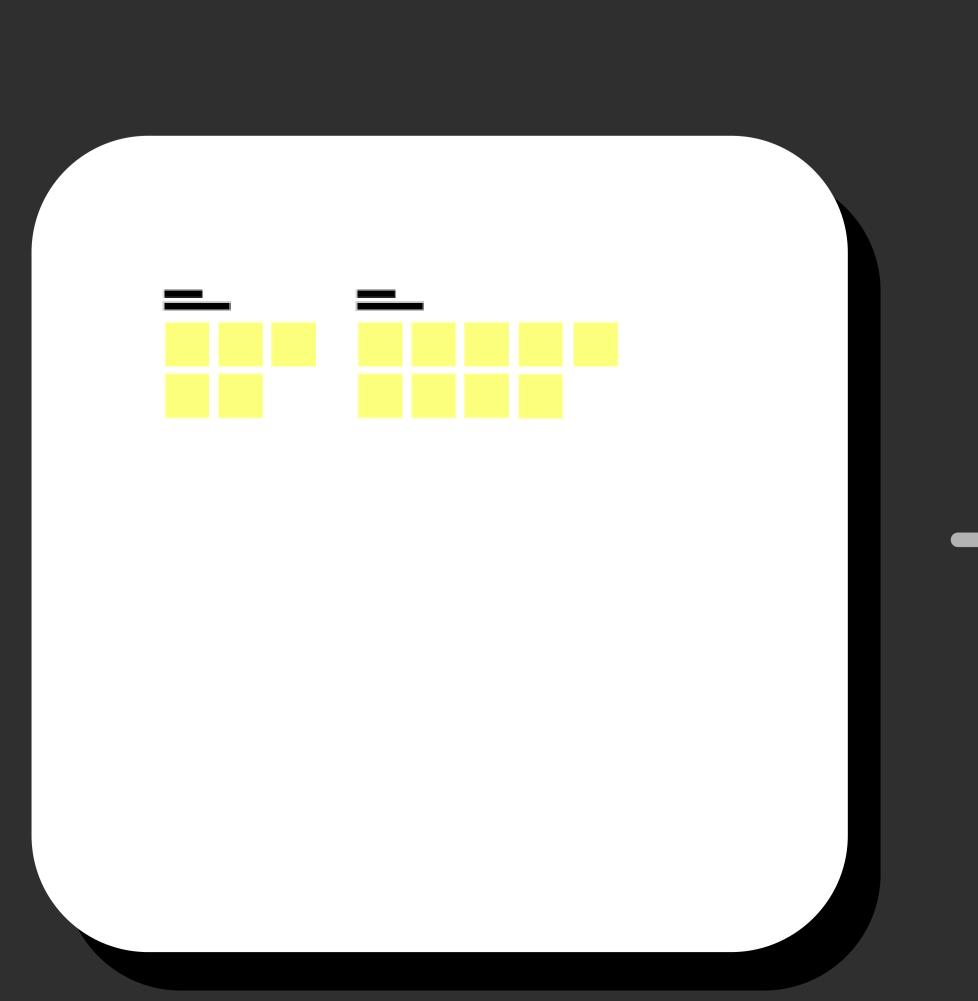


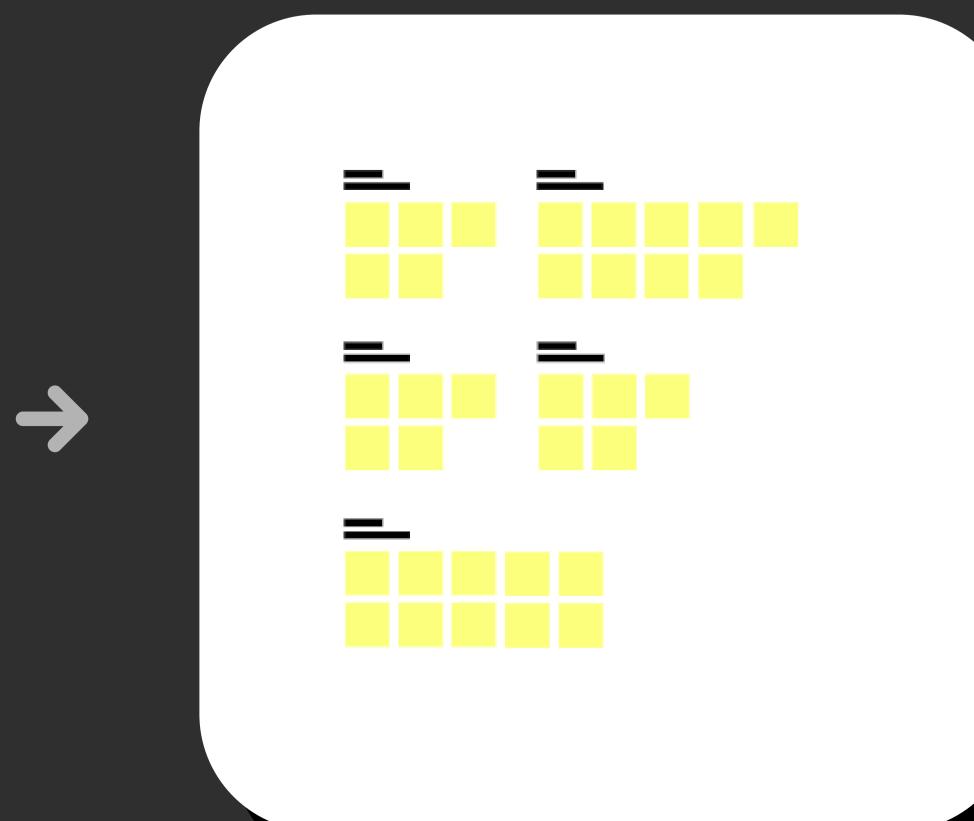
Artificial Intelligence(AI)

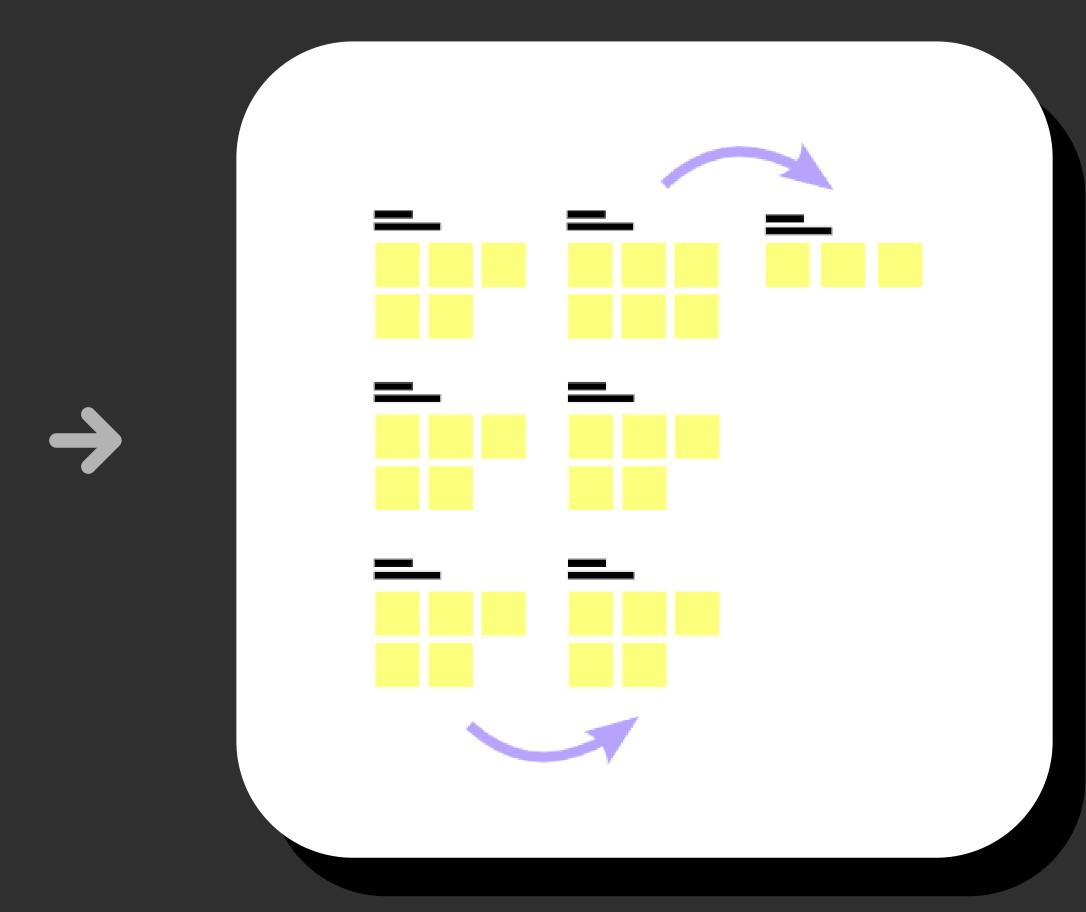
Infrastructure investment,
Increase in airports and Routes

Automatic Flight Control Systems(AFCS) Emission of Greenhouse Gases

Cargo- friendly airports









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.

① 20 minutes

TIP

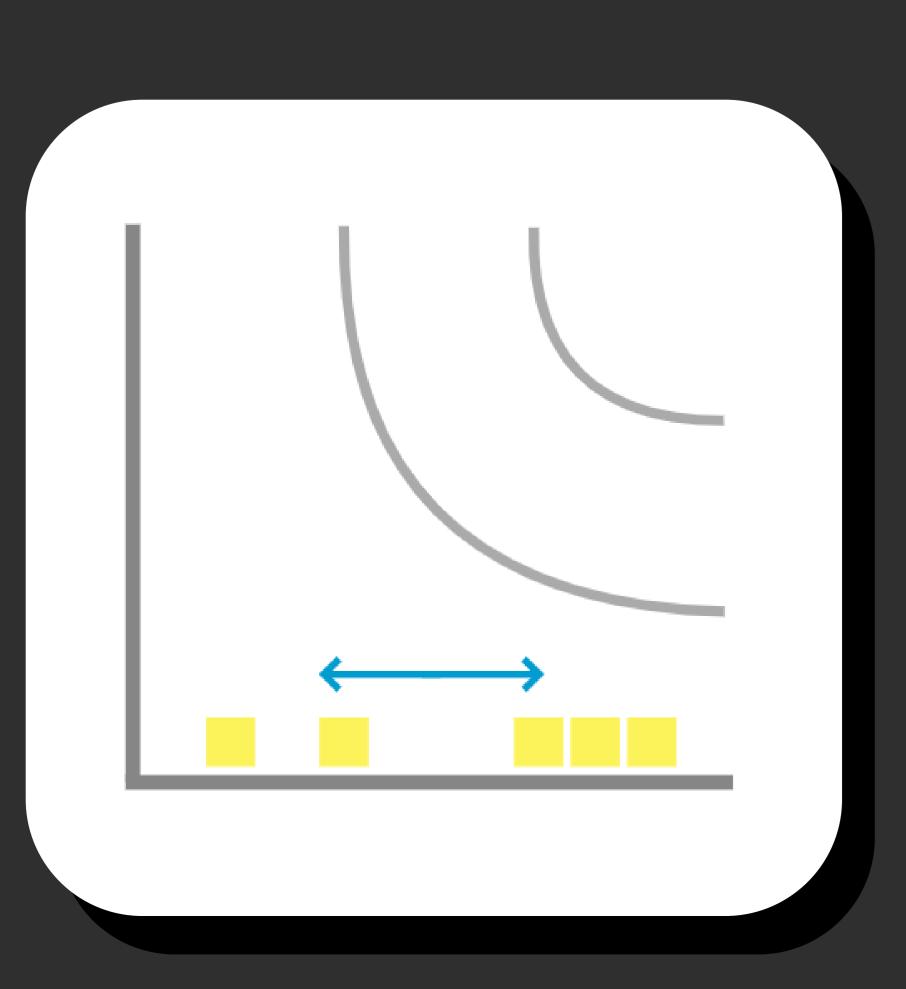
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Enhanced
Ground
Proximity
Warning
System(EGPW)

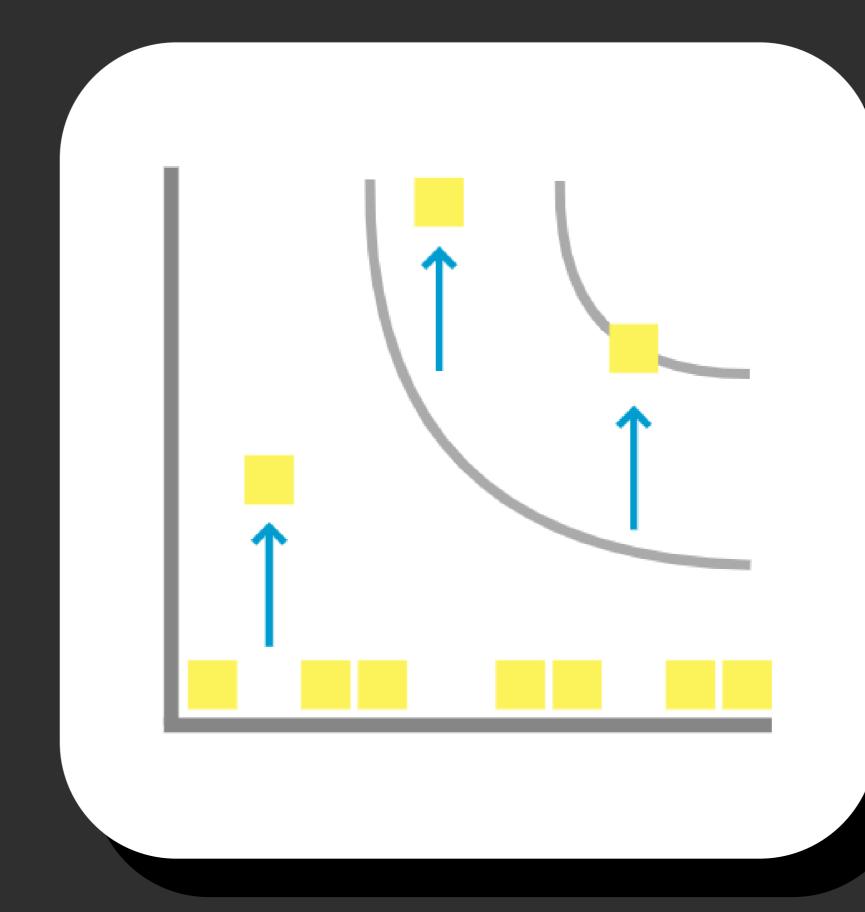
Digital air freight corridors

Technologies
Impetus &
Opportunities.

Noise pollution











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.

В

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.

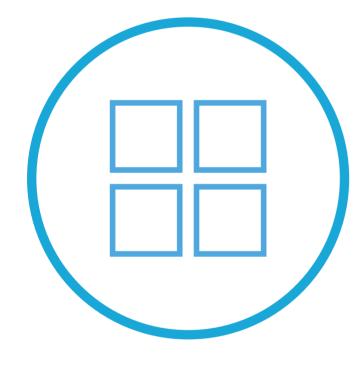
Open the template →



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