



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
- 2-6 people recommended

[View template feedback](#)

Need some inspiration?

Check out our guide to the 100 most creative ideas.

[Open inspiration](#)

1

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 partnering

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

Get the goal

Topic about the problem you'll be focusing on solving in your brainstorming session.

Leave time to use the facilitation tools

Use the facilitation tools to help you kick a happy and productive session.

[Open article](#)

2

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](#)

PROBLEM

With the Data Drive insights on **Climate Smart Packaging** and **Performance metrics**, we hope to offer **newly information** that will **help guide future participation and performance strategies in Climate Smart**.



Key rules of brainstorming

To run an on-site and production session.

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

3

Brainstorm

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

[10 minutes](#)

Tip: You can select a sticky note and drag it to the board to start a new group.

4

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 can break it up into smaller sub-groups.

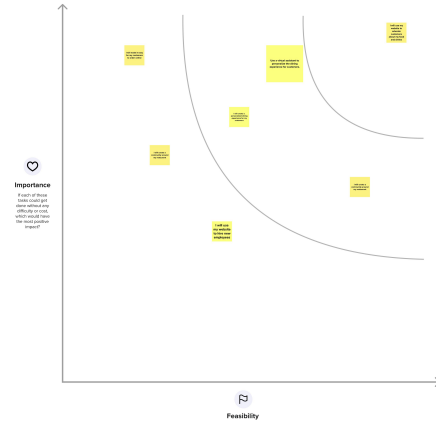
[20 minutes](#)

Tip: Add a cluster label to the sticky notes to help others in your group. The facilitator can guide the group by using the lower portion of the board to help them.

5

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](#)

6

After you collaborate

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

Quick add-ons

Show the board

Show a live link to the board with collaborators to keep track in the loop about the outcomes of the session.

Export the board

Export a copy of the board as a PDF or PNG to allow to email, include in slides, or save to 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](#)[View template feedback](#)