


## Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

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
- 3-8 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. Invite relevant stakeholders to generate a list.

**Set the goal**  
This is about the problem you'll be focused on tackling in the brainstorming session.

**Learn how to use the facilitation tools**  
Run the first 20 minutes of the session to make things and product vs session

Open office →

**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.

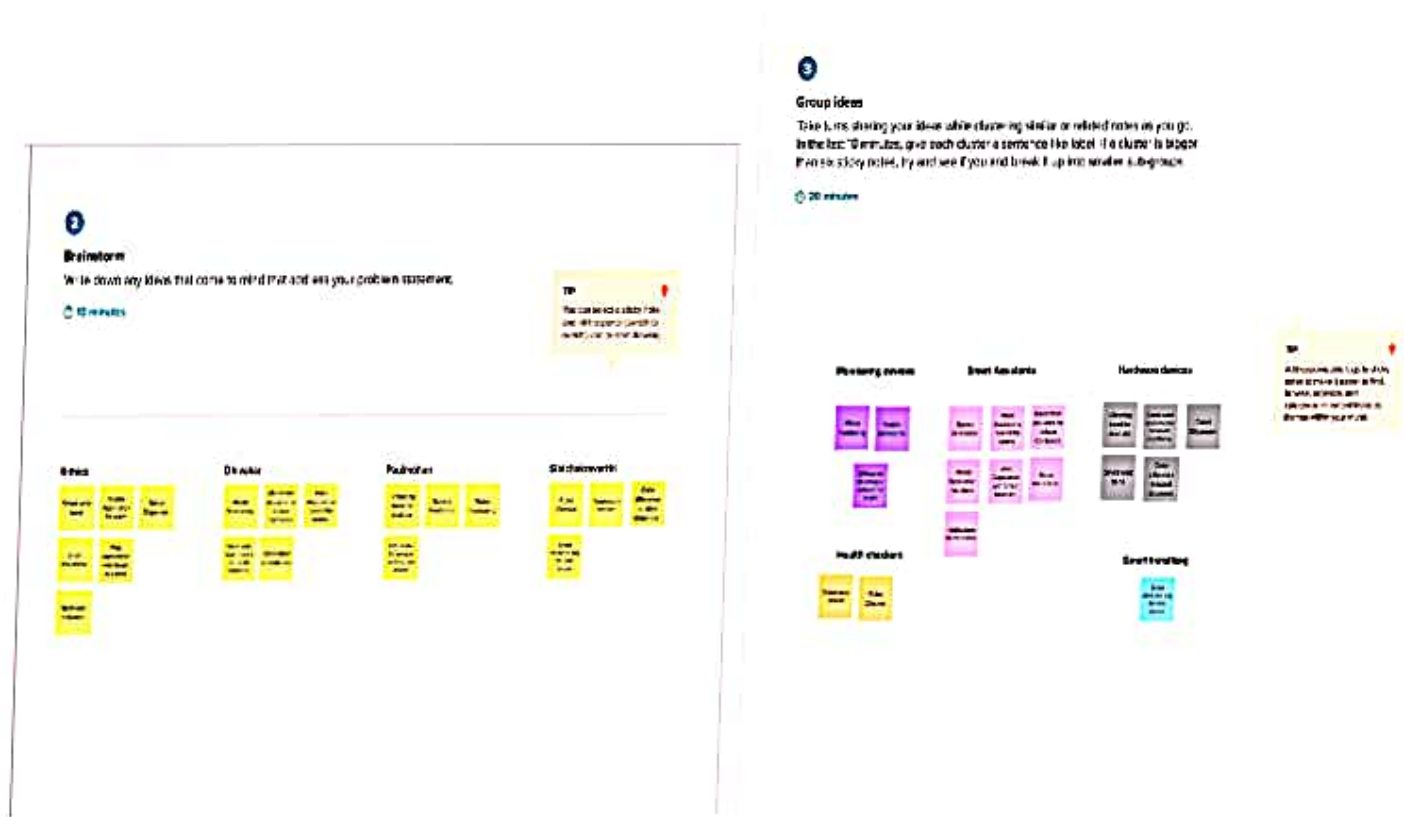
5 minutes

**Remember**  
Old people who are used ask questions and will assistance because they don't want to lose their credibility.

**Key rules of brainstorming**  
Everyone needs to get their ideas out there

- Stay in focus
- Defers judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- If possible, improvise

### Step-2: Brainstorm, Idea Listing and Grouping



### Step-3: Idea Prioritization

