

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

Set the goal

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

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

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productive session.



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

The introduction of gst demonetisation and the covid_19 pandemicaresome of the many challenges that theindian real estate segment has faced in recent years.



Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.



Go for volume.



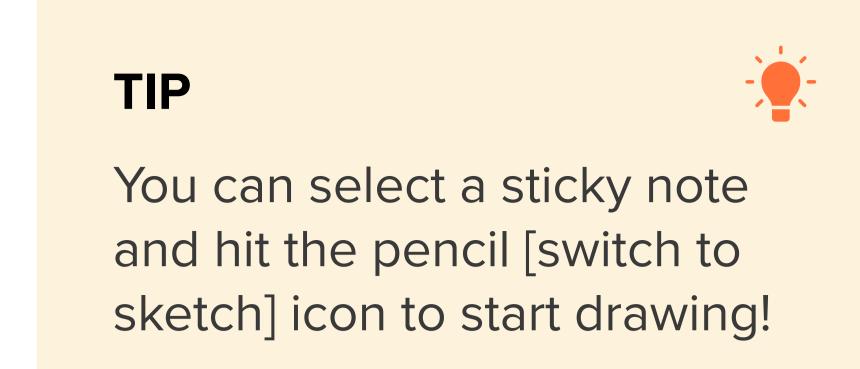
If possible, be visual.



Brainstorm

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

① 10 minutes



Person 1

The house should have a big i want the my dream house is where i house to veranda for me to can live happily with my parents play. it should large have a nice kitchen.

Person 2

Give yourself time to grive for some ,losing out on a dream home can be as devastating get back in the game limit as the loss of a job or even the end of a reminders. relationship....

surround

yourself with

people learn

from your

mistakes.

Person 3

your loss, the pain cannot your hurt, be avoided your pain is decide to rebuild your life. not to be disregarded

Be deisive.

Be thankful Now let it go! This is very difficult.

Person 4

majestic

imposing

solitary unique

Person 5

Person 6

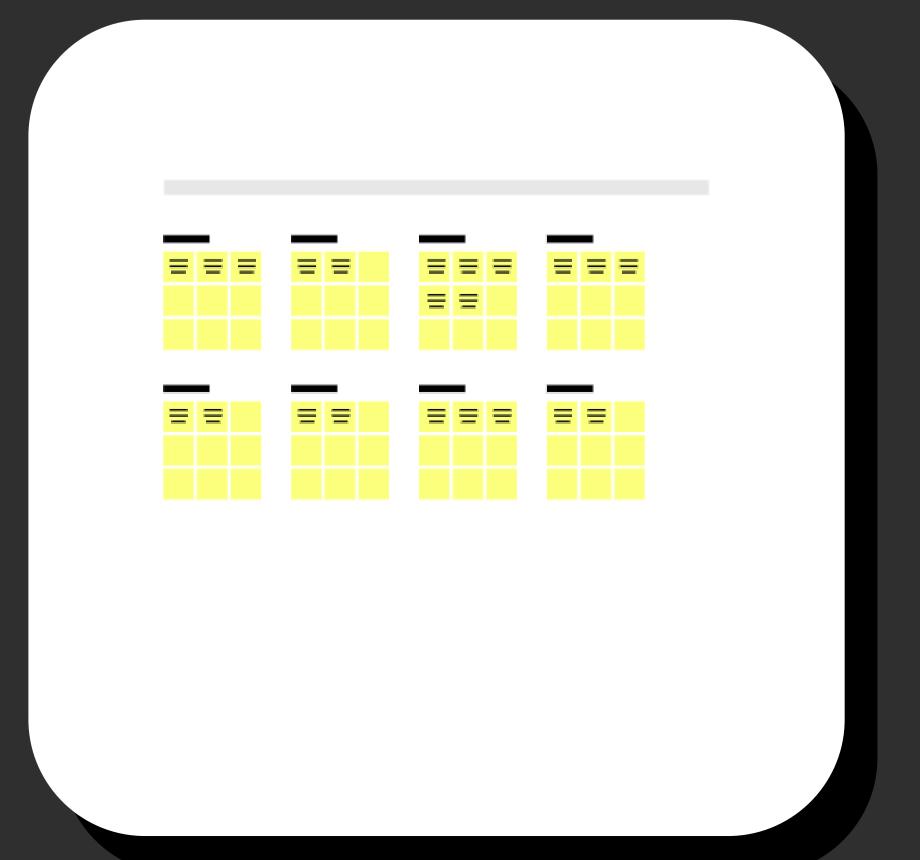
Person 7

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

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

my pets
should
have their
corner

a cozy study room is a necessity in my dream house.

even if the house is not large, it should give out positive engergies.

The interiors should be well planned

there must be a lot of plants in my dream house

myideal dream house would be a house whee i can live along with my family

A beautiful balcony is a must in my dream house.

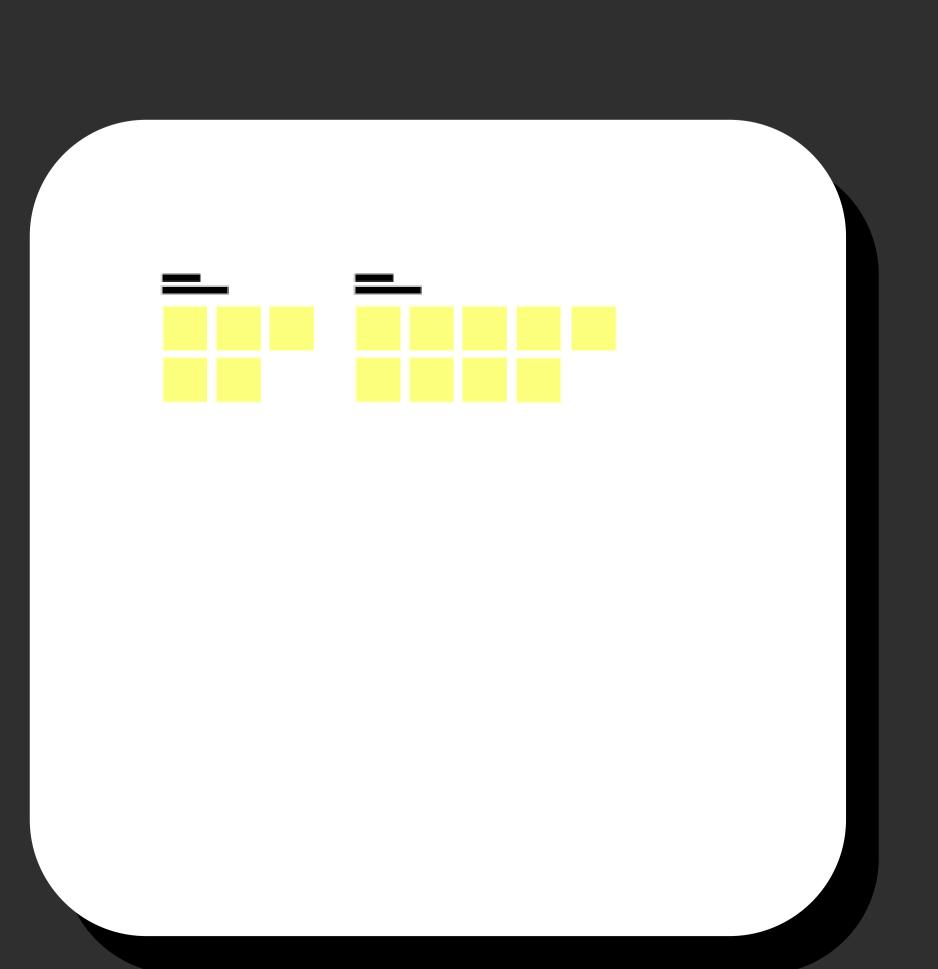
it which have a garden in which one can play orplant tres and enjoy it.

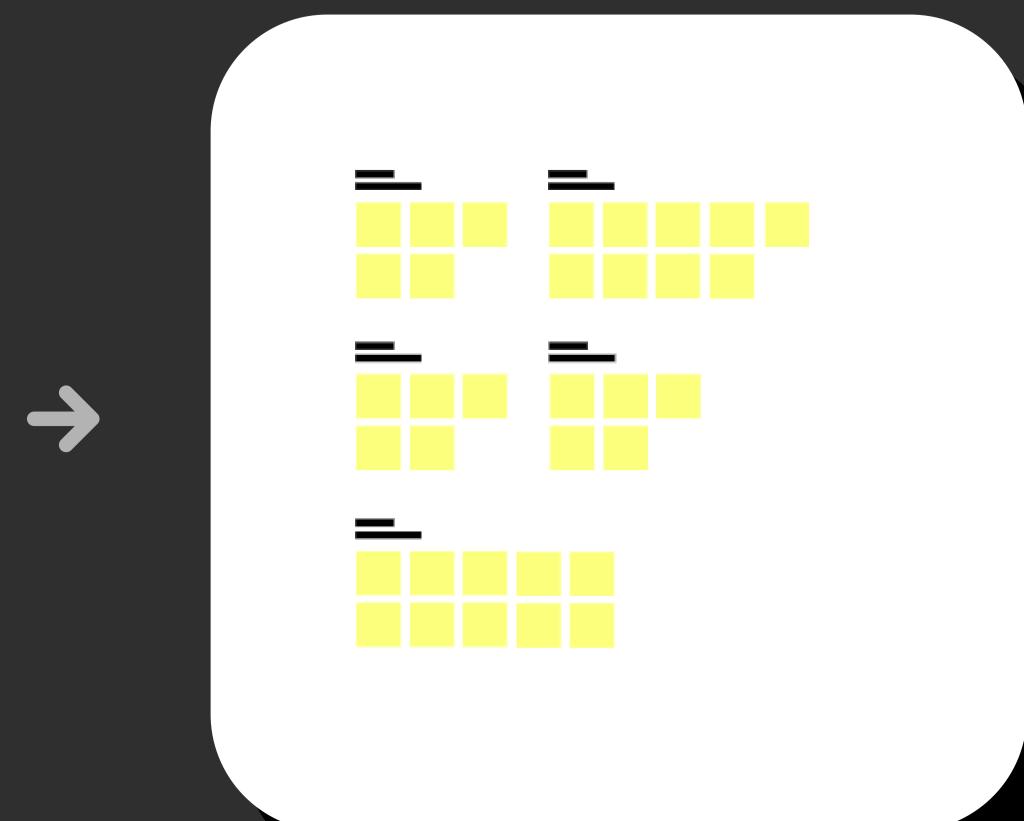
there should be a senes of comfront in my dream house.

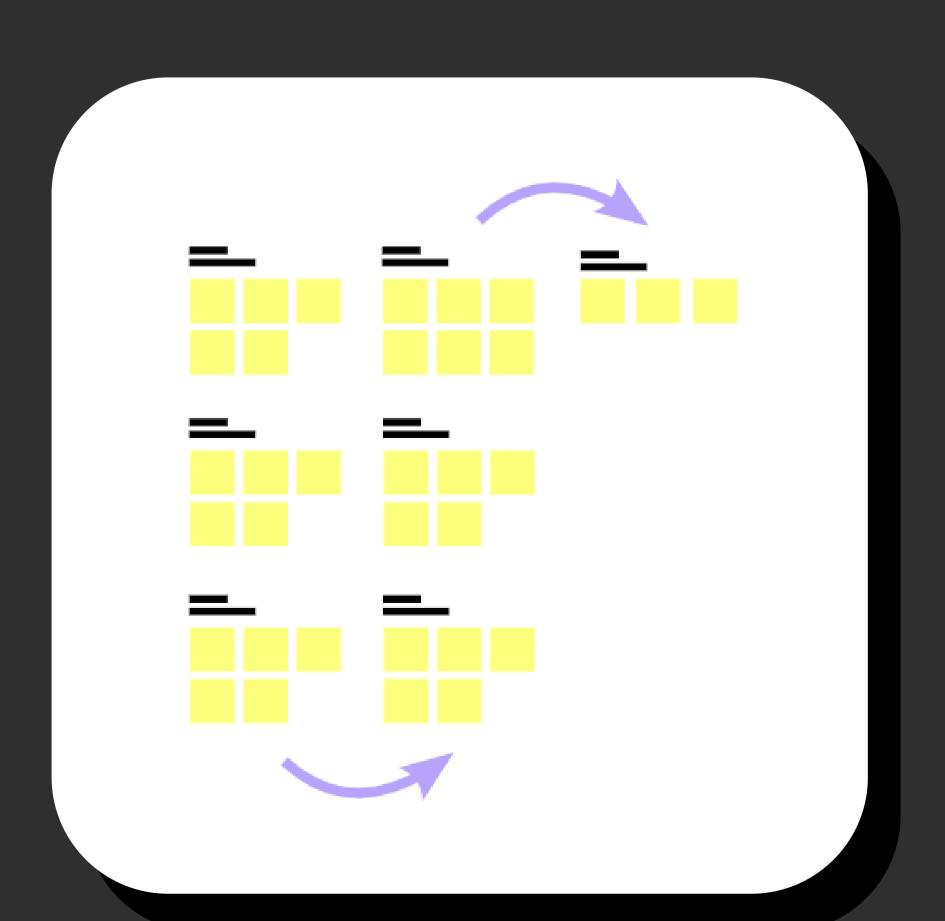
All rooms should be spacious and ariy.

I alays
imagine how
my future
house will be
of the house.

A home is a place surrounded by the people one loves.









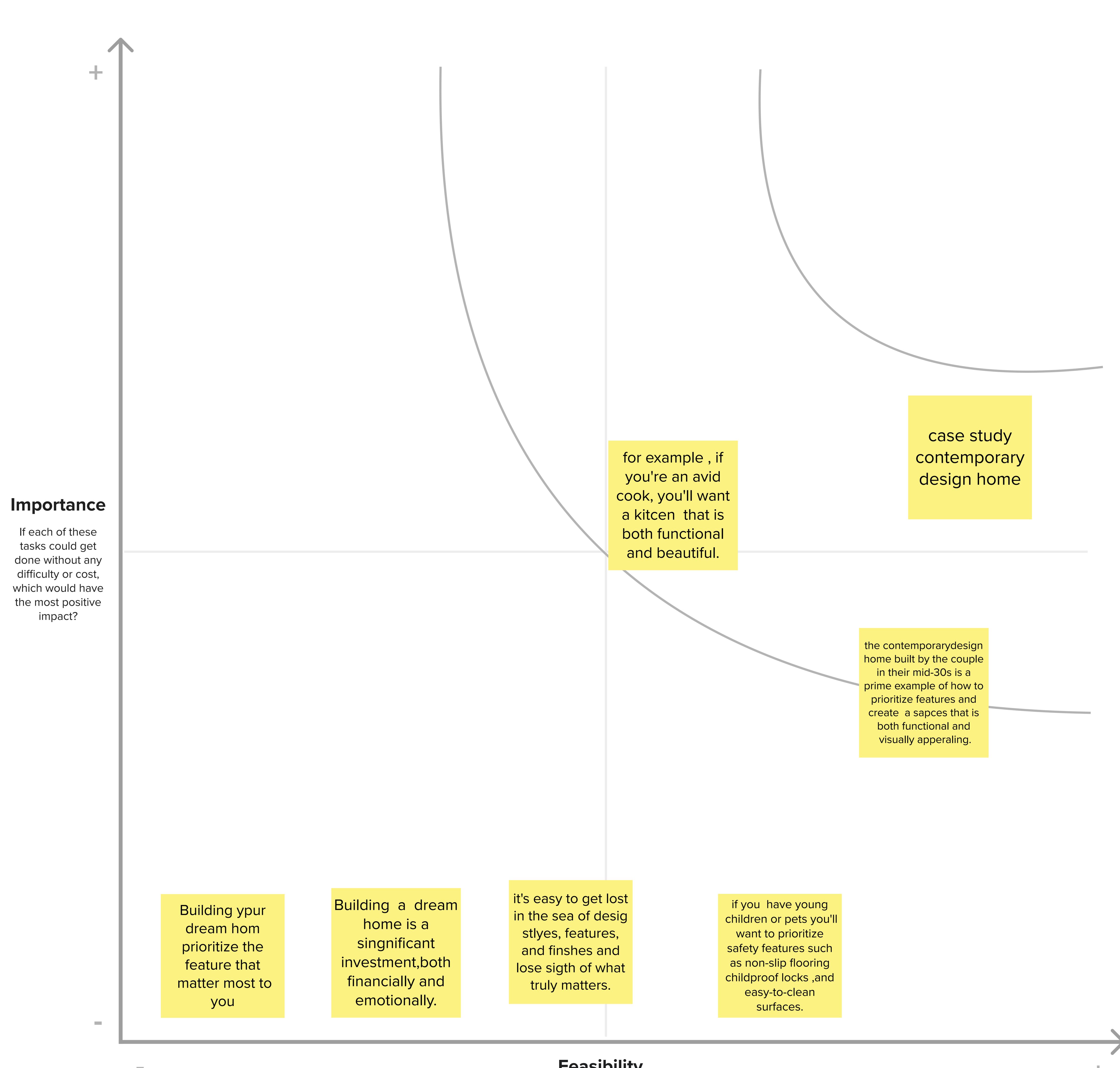
Prioritize

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

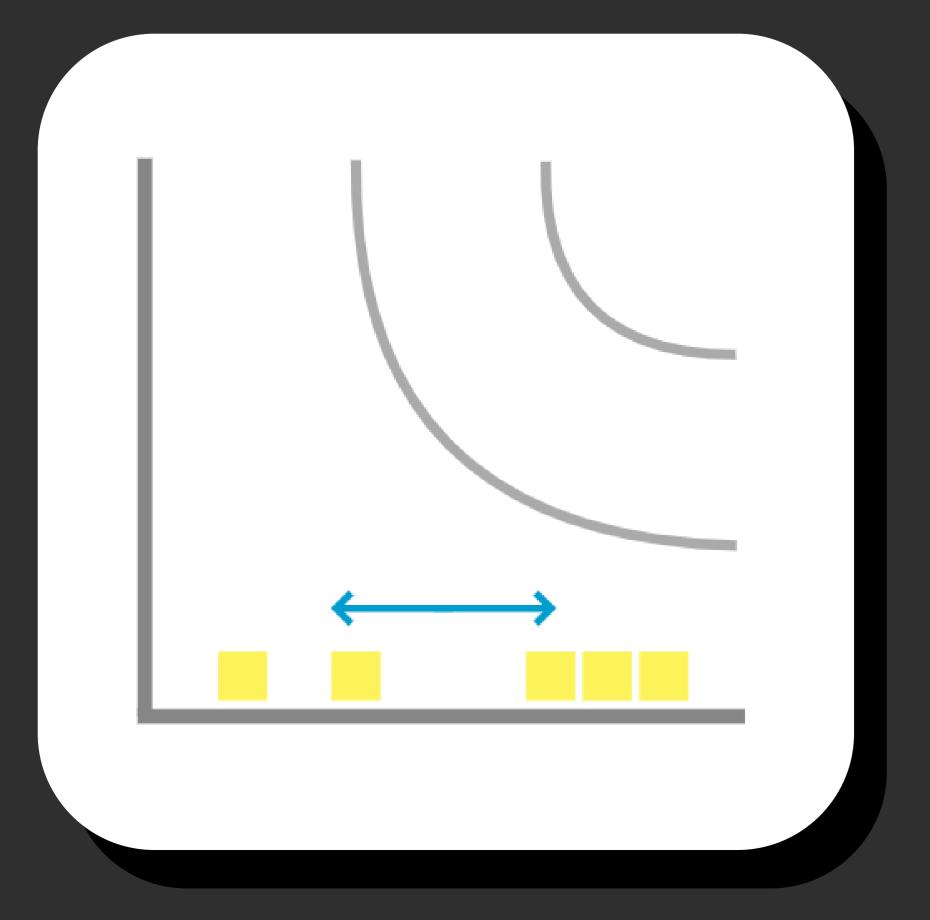
TIP

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.

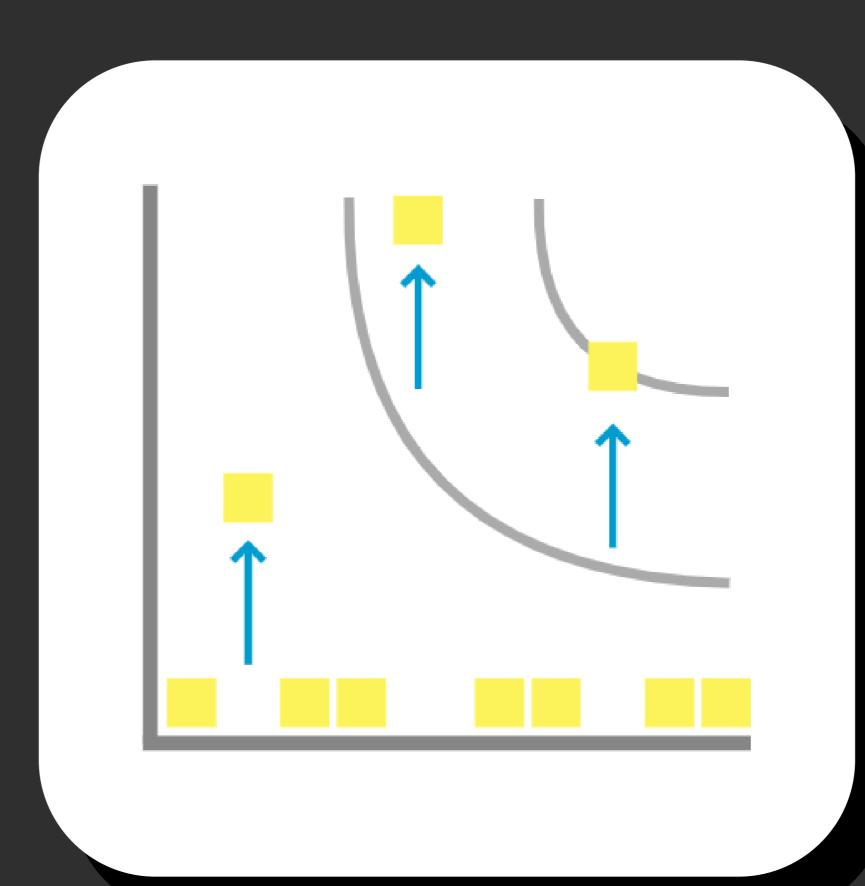


Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)











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.

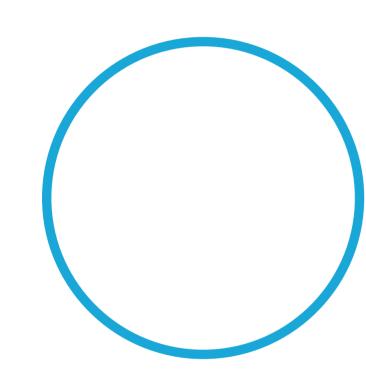
Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

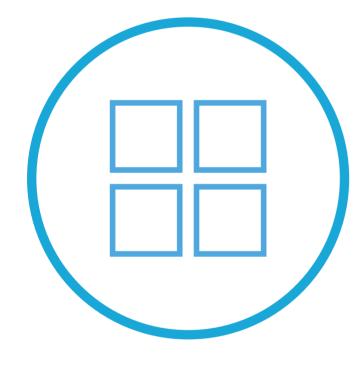
Open the template →



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