

& 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.

- (L) 10 minutes to prepare
- **1 hour** to collaborate
- **2-8 people** recommended



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

How do we analyse the financial performance of a bank through some insights of leading banks?







Brainstorm

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

Team Member-1

Team Member-2

① 10 minutes

Team leader



Key rules of brainstorming

To run an smooth and productive session

Encourage wild ideas.



Team Member-3

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



