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

Before you collaborate

A collection of independent genius working well with the purpose. Have a look at your ideas and then get ready.

10 minutes

- **Team gathering**
  Bring your team together in the session room or the channel, and ask them to read, watch or listen to the material.
- **Set the goal**
  Think about the problem you'll be focusing on solving in the session or writing session.
- **Learn how to use the brainstorm tools**
  Share the session toolset with your team ahead of time or at the start of the session.

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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 might we [action] for [who] [outcome]?

Example:
How might we make sure that everyone in the team is heard and feels ownership over the ideas we explore?

Pro tips of brainstorming
Time-constrained, collaborative exercises

- Keep it fun
- Focus on quantity, not quality
- Have a plan
- Be an active listener
- Be inclusive
- Remember, the more the merrier

Brainstorm

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

10 minutes

Person 1 | Person 2 | Person 3 | Person 4
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 descriptive label. This will help you in the next step.

10 minutes

Affinity Mapping
Grouping and sorting ideas based on their natural relationships, helps organize information and reveal patterns or themes.

Dot Voting
Each participant votes on their preferred ideas by placing dots next to them, aiding in prioritization and decision-making.

Impact/Effort Matrix
Plotting ideas on a matrix based on their impact and the effort required to implement them, helps in prioritizing actions.

Consumer Journeys
Mapping the entire customer journey from the initial contact to the final purchase, identifying touchpoints and pain points.

Collaborative Sessions
Gathering a diverse group of stakeholders to share ideas and perspectives, fostering creativity and ensuring a comprehensive exploration of the topic.

Kanban Boards
Visualizing tasks and workflows on boards with columns representing different stages of the process, facilitating organization and tracking progress.

Priority Voting
Assigning numerical values to ideas based on their importance or feasibility, helping in ranking and selecting the most valuable ideas.

Weighing Criteria
Assigning weights to different criteria based on their importance in the decision-making process, ensuring a balanced evaluation of ideas.

Prioritize

Your team should all be on the same page about what is important moving forward. Place your ideas on the matrix below, discuss as a team, and decide which are feasible.

10 minutes

Impact Matrix
Ideas in the top-left quadrant are high-impact and easy to implement, making them the most valuable. Ideas in the bottom-right quadrant are low-impact and difficult to implement, making them the least valuable.

Impact

Feasibility

After you collaborate

You can extend the session an stage in LCT to share a summary of your company's new ideas for the future.

Quick wins

- **Share the news**
  Share a summary of the session with the team in a short blog post or video.
- **Begin the work**
  Begin to work on the solutions of Effort/Impact quadrants, create a plan and start your work.

Keep working towards

- **Develop towards**
  Define the components of your optimal offering.
  Open the template
- **Continue exploring your big idea**
  Keep exploring the ideas, discussions, and feedback that arose today.
  Open the ideas board
- **Strengthen awareness, capacities & knowledge**
  Share the insights, ideas, and feedback with the rest of the LCT, or wherever else.
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Share session feedback