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



A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

Team gathering

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

Set the goal
Think about the problem you'll be focusing on solving in

Use the Facilitation Superpowers to run a happy and

- the brainstorming session. Learn how to use the facilitation tools
- productive session. Open article →

Before you collaborate

→ 10 minutes

do not have an IATA airport code.

Key rules of brainstorming

Defer judgment.

Go for volume.

If possible, be visual.

Encourage wild ideas.

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

To run an smooth and productive session

JAISHANKAR K

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

Brainstorm

① 10 minutes

AKASH V

AJAY KIRTHICK T

ARVIND V

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger You can select a sticky note than six sticky notes, try and see if you and break it up into smaller sub-groups. and hit the pencil (switch to sketch] icon to start drawing!

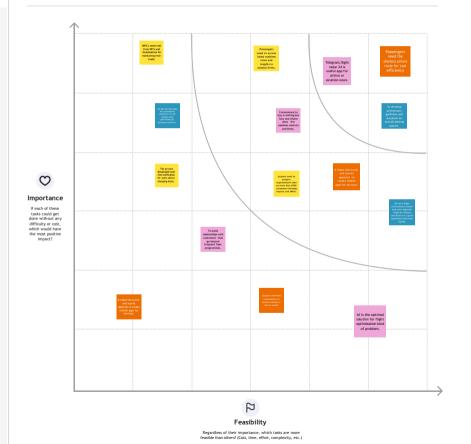
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.





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



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

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.

them in the loop about the outcomes of the session.

Open the template ->



Customer experience journey map Understand customer needs, motivations, and obstacles for an experience.

Open the template ->



Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →

Share template feedback

Share template feedback