



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

Share template feedback



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. Share relevant information or pre-work ahead.



Set the goal
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 productive 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

PROBLEM

The airport codes may refer to either the IATA airport code, a three-letter code that is used in passenger reservation, ticketing and baggage-handling systems, or the ICAO airport code which is a four-letter code used by ATC systems and for airports that do not have an IATA airport code.



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic. Encourage wild ideas.
- Defer judgment. Listen to others.
- Go for volume. If possible, be visual.



Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

AKASH V

Brainstorming ideas for a new app for airport codes. I want to make it easy to find, browse, organize, and categorize important ideas as themes within your mural.

JAISHANKAR K

Brainstorming ideas for a new app for airport codes. I want to make it easy to find, browse, organize, and categorize important ideas as themes within your mural.

AJAY KIRTHICK T

Brainstorming ideas for a new app for airport codes. I want to make it easy to find, browse, organize, and categorize important ideas as themes within your mural.

ARVIND V

Brainstorming ideas for a new app for airport codes. I want to make it easy to find, browse, organize, and categorize important ideas as themes within your mural.



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 than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

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

Brainstorming ideas for a new app for airport codes. I want to make it easy to find, browse, organize, and categorize important ideas as themes within your mural.

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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.

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 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