



## 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
- 2-6 people recommended

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- Before you collaborate**
- It's the bit of preparation gone a long way with this session. Here's what you need to do to get going.
- 10 minutes

- Team gathering**
- Before this virtual gathering in the room, send out a reminder. Share some information about the session.

- Set the goal**
- Think about the problem you're trying to solve in the brainstorming session.

- Learn how to use the facilitation tools**
- Go to the Facilitation Tools section to get and practice them.

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- 1 Define your problem statement**
- What problem are you trying to solve? From your problem, write a How Might We statement. This will be the focus of your brainstorm.
- 5 minutes



Generating the performance of different types of products using Data Visualization Techniques



Key rules of brainstorming

Focus on search and production of ideas

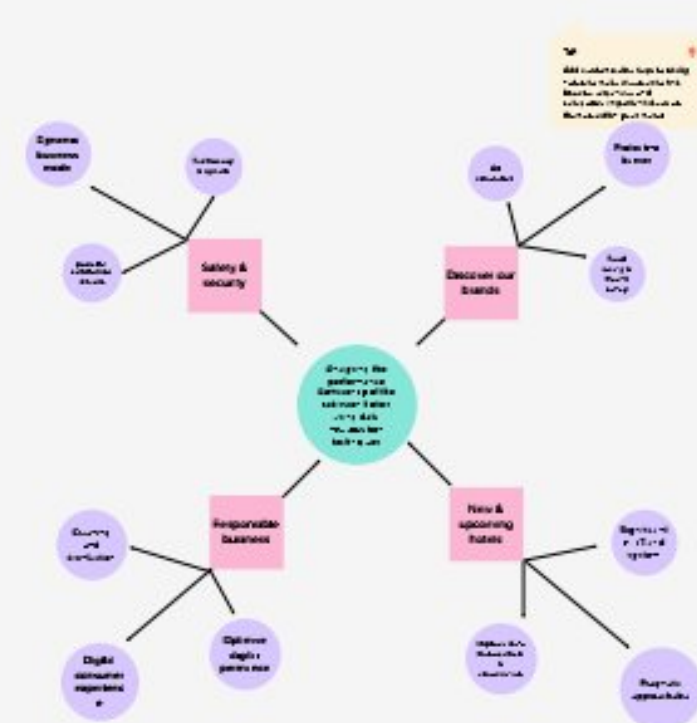
- Stop & listen
- Encourage most ideas
- Defer judgment
- Listen to others
- Go for volume
- It's possible for more

- 2 Brainstorm**
- Write down any ideas that come to mind that address your problem statement.
- 10 minutes

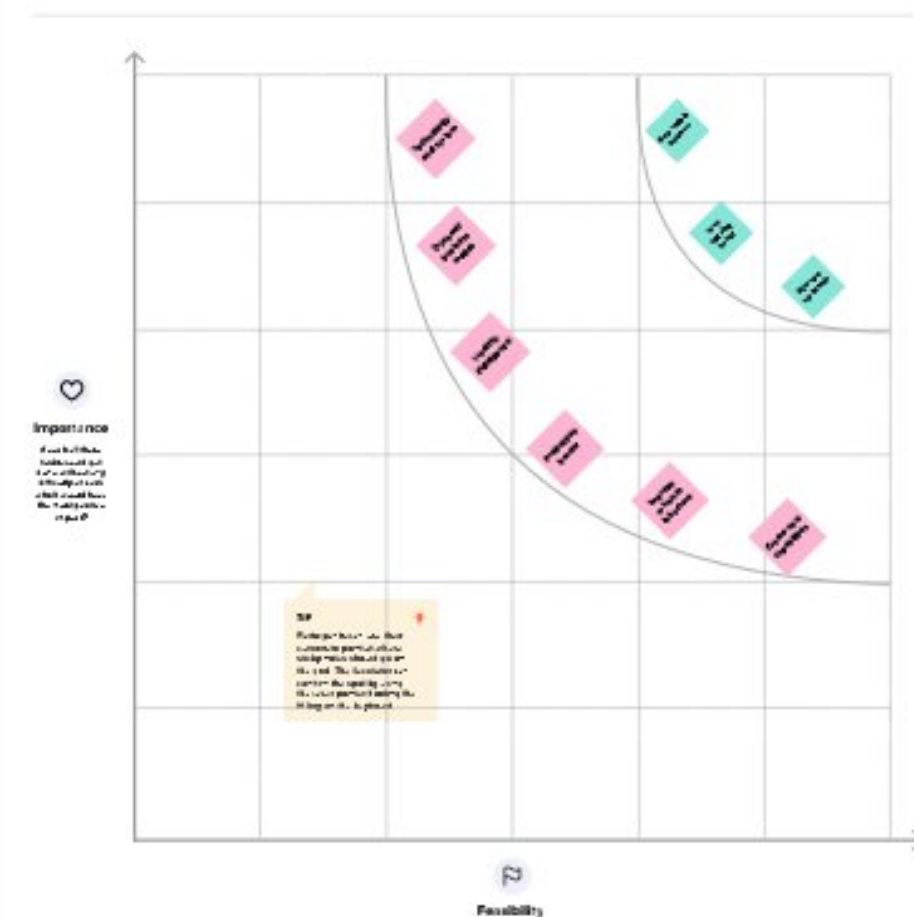


Tip: You can use sticky notes and write down ideas to share with others during the session.

- 3 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 can break it up into smaller sub-groups.
- 20 minutes



- 4 Prioritize**
- Your team should all be on the same page about what's important, moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.
- 20 minutes



- After you collaborate**
- You can export the results as an image or pdf to share with members of your company who might find it helpful.

Quick & easy

- Show the results**
- Show a sticky note to the team with stakeholders to keep them in the loop about the outcomes of the session.

- Export the results**
- Export a copy of the results as a PDF or PPT to share with others, create a record, and save your session.

Keep moving forward

- Strategy blueprint**
- Define the components of a new idea or strategy.
- Open the template

- Customer experience journey map**
- Understand customer needs, behaviors, and emotions for an experience.
- Open the template

- Strengths, weaknesses, opportunities & threats**
- Identify strengths, weaknesses, opportunities, and threats to develop a plan.
- Open the template

Show template feedback



Need some inspiration?

See a list of other ideas to get you started.

Open online

