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 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**
  Determine who should participate in the session and invite them. 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 an effective brainstorm 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 Centre govt approval Certificate & Quality Medical equipment's facilities Following technological innovations, Quality, Ok medication.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for quantity
- If idea is live, be visual

Brainstorm

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

10 minutes

TIP

Your ideas will be easier to read if you write only one idea per sticky note (one idea per sticky note).

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 sentence-like label. If a cluster is bigger than ten sticky notes, try and see if you can break it up into smaller, more specific groups.

20 minutes

TIP

Label each cluster in a sentence-like fashion. This will help you to think through the story that the clusters tell about your product.

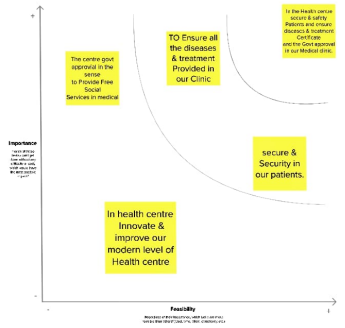
Prioritize

Your team should all be on the same page about what's most important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Prioritize one or two ideas that you feel most strongly about (based on importance and feasibility) to explore further. Use your judgment, or if you're unsure, a quick poll is a great way to see what the group thinks is important.



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 link to the Mural. Invite your team to collaborate in real-time on the board or share the outcomes of the session.
- **Export the mural**
  Export a copy of this 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 focus and priorities for a new brainstorm strategy.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an improved service.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to explore a new idea.
  Open this template →

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