

IDEATION PHASE

Brainstorm & Idea Prioritization Template

Date	4 November 2023
Team ID	NM2023TMID10148
Project Name	How to create a Brand Promo Video using Canva.

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions. 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.



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions as 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

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Before you collaborate

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

10 minutes

- 1 **Warm-up**
Define who should participate in the session and send an invite. Share relevant information in pre-meet ahead.
- 2 **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3 **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

4

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.

8 minutes

Watch
How to create a brand
problem video using canvas



Key rules of brainstorming

Be fun, be smooth, and be productive.

- 1 **Stay on topic**
- 2 **Encourage wild ideas**
- 3 **Defer judgment**
- 4 **Listen to others**
- 5 **Be fun volume**
- 6 **If possible, be visual**

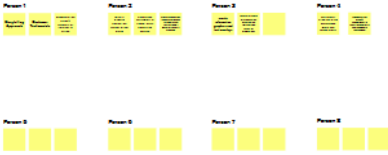
2

Brainstorm

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

10 minutes

Tip
You can attach a sticky note to the problem statement to start (leave room for this!)



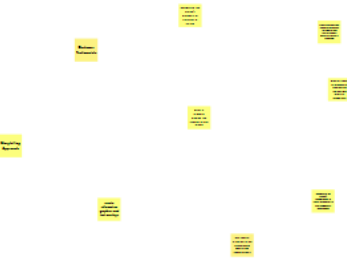
3

Group Ideas

Take time sorting 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 subgroups.

30 minutes

Tip
Use a spreadsheet app to easily move a note's label in the diagram app and design your diagram around your notes.



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

10

Remember, you can place ideas on the grid as many times as you want. The ideas that are most important and most feasible will be the ones that move forward.



5

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

- 1. **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 2. **Export the mural**
Export a copy of the mural as a PDF or PPT to attach to emails, include in slides, or save in your drive.

Keep moving forward

- 1. **Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template >](#)
- 2. **Customer experience (journey) map**
Understand customer needs, motivations, and emotions to an experience.
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- 3. **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to creating a plan.
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