Template

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

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

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 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

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

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

2 Brainstorm

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

10 minutes

DOROTHY PRINCY MARIA

Ordering Natural Medicine
Calorie Counter
Food Identifier
Fast Relief Techniques
Diet Preference

BABY SHALINI

Keto Diet
Customised Gym meals
Personalised Nutrition
Reverse Diet
Practise Yoga

ELAVARASAN

CUPPING AND ACUPRESSURE THERAPY.
VEGAN/PLANT BASED NUTRITION.
AEROBICS TRAININGS.
CROSS FIT RESISTANCE TRAINING.
NOURISHMENT FOR THE GUT HEALTH.

JAYA KUMAR

Food Recipes
Origin of Food
Types of Food
Fitness Diversion Centre
Recommending Food Vs Location of the User

3 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.

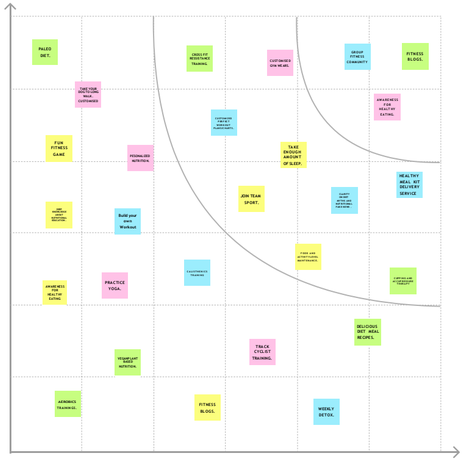
20 minutes

NUTRITIONAL	WORKOUT	PROGRAMS
DELIGIOUS DIET MEAL RECIPES.	POWER LIFTING TRAINING.	FITNESS BLOGS.
PERSONALIZED NUTRITION	PRACTICE YOGA.	DIET PLANNING AND COACHING
HOMEWORK.	CALISTHENICS TRAINING.	AWARENESS FOR HEALTHY EATING.
KETO DIET.	AEROBICS TRAININGS.	CUSTOMIZED GYM MEALS.
CLIMATE FRIENDLY DIET/ORGANIC DIET/ Vegan Plan	CROSS FIT RESISTANCE TRAINING.	HEALTHY MEALS DIET DELIVERY SERVICE.
FOOD AND NUTRITION PLANNING	TRACK CYCLIST TRAINING.	CLASSY WORKOUT WITH ANY EXERCISE
DIET PLANNING AND COACHING	FUN FITNESS GAME	TAKE YOUR DOG TO GYM/PARK.
CUSTOMIZED DIET MEALS (PREP MEALS)		STRENGTH TRAINING (CONDITIONING)
		ONLINE PERSONAL TRAINER (ONGOING)

4 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

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **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

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →