


## Ideation Phase Brainstorm & Idea Prioritization Template

Date	19 Oct 2023
Project Name	Data -Driven Insights on Olympic sports Participation and Performance.

### Brainstorm & Idea Prioritization :

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

**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

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**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

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- 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.

[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

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**PROBLEM**

How might we improve the performance and participation of Olympics sports globally without any bias



**Key rules of brainstorming**  
To run an smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas. Listen to others.

If possible, be visual.

1. BALA S

2. KATHIRESAN S

3. SANTHOSH S

4. SURYA PRAKASH P

**Need some inspiration?**

See a finished version of this template to kickstart your work.

#### Step-2: Brainstorm, Idea Listing and Grouping

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## Brainstorm

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

10 minutes

TIP

You can select a sticky note and fill the pencil (pen) to identify how to structure it.

Person 1

Gather consistent dataset

Develop reports that consider various performance metrics, physical attributes, and historical data to identify potential athletes across diverse backgrounds

Create visualization to understand the trends and patterns

Person 2

Make sure the data is clean and rightly formatted

Reports and documents that are shared should be free from error and jorgans

Utilize data-driven insights to tailor training plans based on individual strengths and weaknesses, maximizing performance potential for all athletes

Person 3

Analyze competition data to identify potential bias or unfairness in judging or scoring systems

Gather insights to know the active, low, high, participations and performance based on Countries

Create interactive dashboards to provide updated findings to the stakeholder

Person 4

Analyze participation rates, representation, and demographics to identify areas where improvements are needed.

Compare athletes' performance against these benchmarks, considering factors such as age, gender, and background, to ensure equitable evaluation and recognition of talent and achievements

Create stories to share our findings in a more interesting and engaging way

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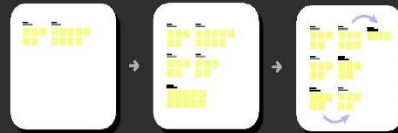
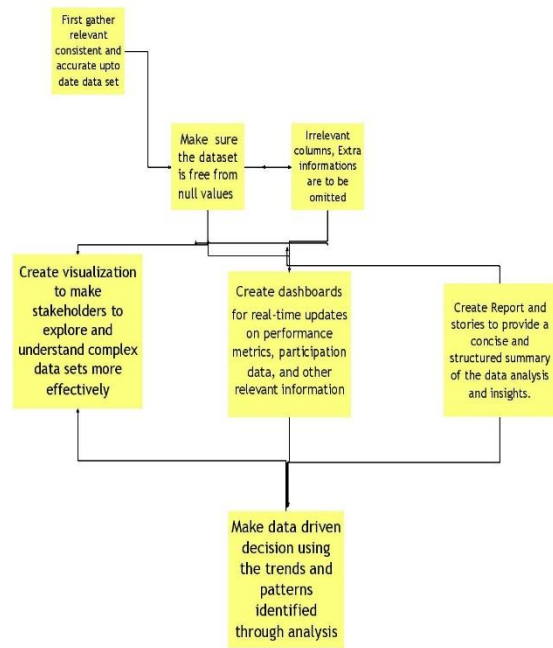
## Group ideas

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

TIP

Add sub-labels or tags to sticky notes to make it easier to find, or write, organize, and categorize important ideas as they go on the paper or wall.



## Step-3: Idea Prioritization

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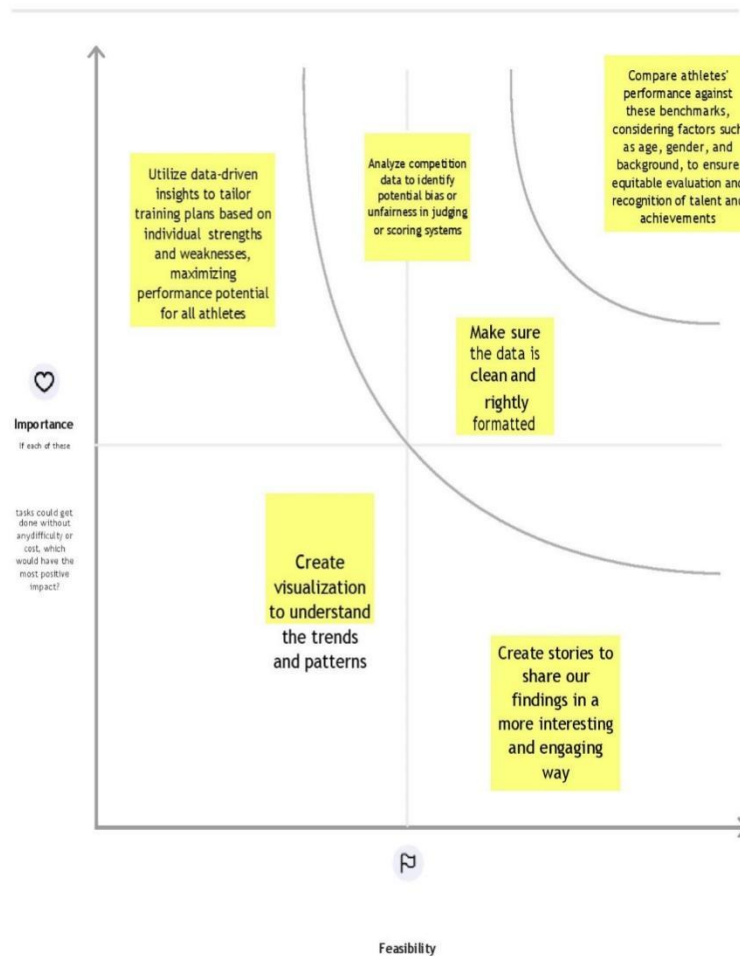
### Prioritize

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

#### TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the space bar or the H key on the keyboard.



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### After you collaborate

You can export the mural as an image or pdf to share with members of your company whomight 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](#)

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