



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
2-3 people recommended



Need some inspiration? View featured sessions from our community to inspire your work.

[Open resources](#)

1

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

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 Responses to run a happy and productive session.

[Open article](#)

2

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

Store the laddoos in an airtight container. This will prevent moisture from escaping and drying out the laddoos.



Key rules of brainstorming

To run an smooth and productive session

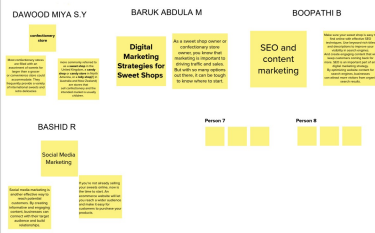
- Stay on topic
- Encourage wild ideas
- Defend judgment
- Listen to others
- Go for volume
- If possible, be visual

3

Brainstorm

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

10 minutes



You can collect a sticky note around the same problem statement and group them to form clusters.

4

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 below. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



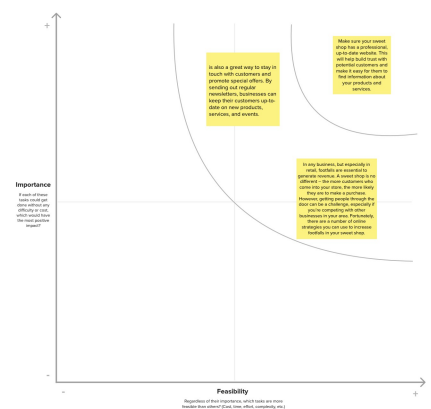
Ask customers to give sticky notes to vote for their favorite ideas. Then, group the sticky notes into clusters based on the themes they represent.

5

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



6

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 new link to the mural with collaborators to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PDF or PNG to attach to emails, include in slides, or share in your share.

Keep moving forward

Breakup 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

Specify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template](#)

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