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 vou 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

Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and

the brainstorming session.

Open article →

productive session.

problem as a How Might We statement. This will be the focus of your brainstorm.

① 5 minutes

PROBLEM How might we trust the job posting on the website ?

Stay in topic.

Defer judgment.

Key rules of brainstorming To run an smooth and productive session

Go for volume.

Listen to others. If possible, be visual.

Encourage wild ideas.

Define your problem statement What problem are you trying to solve? Frame your

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

2

Brainstorm

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

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.

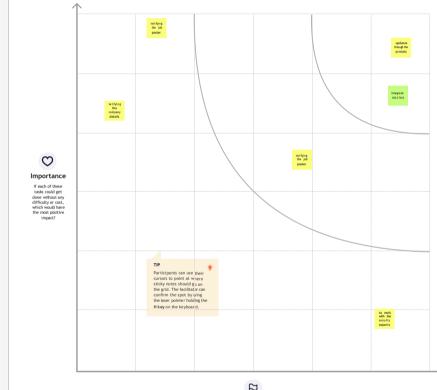
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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

4



After vou 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

R 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

them in the loop about the outcomes of the session.

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

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



Share template feedback



















