



## 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
- 3-6 people recommended

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**Need some inspiration?**  
See how others used this template to generate ideas and shape concepts.

[Open example](#)

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](#)

#### 1 Team gathering

Before you start participating in the session and using an online tool, share relevant information or pre-work ahead.

#### 2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

#### 3 Leave time to use the facilitation tools

Use the Facilitation Sequences 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 the statement. This will be the focus of your brainstorm.

[10 minutes](#)

#### 1 Problem

Electric vehicles produce less emissions than combustion engines, but they're still expensive and have limited range.



#### Key rules of brainstorming

To run an smooth and productive session



Stay on 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](#)

#### Person 1



#### Person 2



#### Person 3



#### Person 4



#### Person 5



#### Person 6



#### Person 7



#### Person 8



You can select a sticky note and drag it around the workspace. The sticky note is not deleted.

3

### 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](#)

#### Group 1



#### Group 2



**TIP**  
Add sticky notes to the grid to make a cluster. If you have a sticky note that you want to move, you can drag it to a new location. If you have a sticky note that you want to delete, you can click on it and then click on the trash icon.

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](#)

#### Importance

A score of three (3) or more indicates that the idea is important.

A score of two (2) or less indicates that the idea is not important.

A score of one (1) or less indicates that the idea is not important.

A score of zero (0) or less indicates that the idea is not important.

A score of negative one (-1) or less indicates that the idea is not important.

A score of negative two (-2) or less indicates that the idea is not important.

A score of negative three (-3) or less indicates that the idea is not important.

A score of negative four (-4) or less indicates that the idea is not important.

A score of negative five (-5) or less indicates that the idea is not important.

A score of negative six (-6) or less indicates that the idea is not important.

A score of negative seven (-7) or less indicates that the idea is not important.

A score of negative eight (-8) or less indicates that the idea is not important.

A score of negative nine (-9) or less indicates that the idea is not important.

A score of negative ten (-10) or less indicates that the idea is not important.

A score of negative eleven (-11) or less indicates that the idea is not important.

A score of negative twelve (-12) or less indicates that the idea is not important.

A score of negative thirteen (-13) or less indicates that the idea is not important.

A score of negative fourteen (-14) or less indicates that the idea is not important.

A score of negative fifteen (-15) or less indicates that the idea is not important.

A score of negative sixteen (-16) or less indicates that the idea is not important.

A score of negative seventeen (-17) or less indicates that the idea is not important.

A score of negative eighteen (-18) or less indicates that the idea is not important.

A score of negative nineteen (-19) or less indicates that the idea is not important.

A score of negative twenty (-20) or less indicates that the idea is not important.

A score of negative twenty-one (-21) or less indicates that the idea is not important.

A score of negative twenty-two (-22) or less indicates that the idea is not important.

A score of negative twenty-three (-23) or less indicates that the idea is not important.

A score of negative twenty-four (-24) or less indicates that the idea is not important.

A score of negative twenty-five (-25) or less indicates that the idea is not important.

A score of negative twenty-six (-26) or less indicates that the idea is not important.

A score of negative twenty-seven (-27) or less indicates that the idea is not important.

A score of negative twenty-eight (-28) or less indicates that the idea is not important.

A score of negative twenty-nine (-29) or less indicates that the idea is not important.

A score of negative thirty (-30) or less indicates that the idea is not important.

A score of negative thirty-one (-31) or less indicates that the idea is not important.

A score of negative thirty-two (-32) or less indicates that the idea is not important.

A score of negative thirty-three (-33) or less indicates that the idea is not important.

A score of negative thirty-four (-34) or less indicates that the idea is not important.

A score of negative thirty-five (-35) or less indicates that the idea is not important.

A score of negative thirty-six (-36) or less indicates that the idea is not important.

A score of negative thirty-seven (-37) or less indicates that the idea is not important.

A score of negative thirty-eight (-38) or less indicates that the idea is not important.

A score of negative thirty-nine (-39) or less indicates that the idea is not important.

A score of negative forty (-40) or less indicates that the idea is not important.

A score of negative forty-one (-41) or less indicates that the idea is not important.

A score of negative forty-two (-42) or less indicates that the idea is not important.

A score of negative forty-three (-43) or less indicates that the idea is not important.

A score of negative forty-four (-44) or less indicates that the idea is not important.

A score of negative forty-five (-45) or less indicates that the idea is not important.

A score of negative forty-six (-46) or less indicates that the idea is not important.

A score of negative forty-seven (-47) or less indicates that the idea is not important.

A score of negative forty-eight (-48) or less indicates that the idea is not important.

A score of negative forty-nine (-49) or less indicates that the idea is not important.

A score of negative fifty (-50) or less indicates that the idea is not important.

A score of negative fifty-one (-51) or less indicates that the idea is not important.

A score of negative fifty-two (-52) or less indicates that the idea is not important.

A score of negative fifty-three (-53) or less indicates that the idea is not important.

A score of negative fifty-four (-54) or less indicates that the idea is not important.

A score of negative fifty-five (-55) or less indicates that the idea is not important.

A score of negative fifty-six (-56) or less indicates that the idea is not important.

A score of negative fifty-seven (-57) or less indicates that the idea is not important.

A score of negative fifty-eight (-58) or less indicates that the idea is not important.

A score of negative fifty-nine (-59) or less indicates that the idea is not important.

A score of negative sixty (-60) or less indicates that the idea is not important.

A score of negative sixty-one (-61) or less indicates that the idea is not important.

A score of negative sixty-two (-62) or less indicates that the idea is not important.

A score of negative sixty-three (-63) or less indicates that the idea is not important.

A score of negative sixty-four (-64) or less indicates that the idea is not important.

A score of negative sixty-five (-65) or less indicates that the idea is not important.

A score of negative sixty-six (-66) or less indicates that the idea is not important.

A score of negative sixty-seven (-67) or less indicates that the idea is not important.

A score of negative sixty-eight (-68) or less indicates that the idea is not important.

A score of negative sixty-nine (-69) or less indicates that the idea is not important.

A score of negative seventy (-70) or less indicates that the idea is not important.

A score of negative seventy-one (-71) or less indicates that the idea is not important.

A score of negative seventy-two (-72) or less indicates that the idea is not important.

A score of negative seventy-three (-73) or less indicates that the idea is not important.

A score of negative seventy-four (-74) or less indicates that the idea is not important.

A score of negative seventy-five (-75) or less indicates that the idea is not important.

A score of negative seventy-six (-76) or less indicates that the idea is not important.

A score of negative seventy-seven (-77) or less indicates that the idea is not important.

A score of negative seventy-eight (-78) or less indicates that the idea is not important.

A score of negative seventy-nine (-79) or less indicates that the idea is not important.

A score of negative eighty (-80) or less indicates that the idea is not important.

A score of negative eighty-one (-81) or less indicates that the idea is not important.

A score of negative eighty-two (-82) or less indicates that the idea is not important.

A score of negative eighty-three (-83) or less indicates that the idea is not important.

A score of negative eighty-four (-84) or less indicates that the idea is not important.

A score of negative eighty-five (-85) or less indicates that the idea is not important.

A score of negative eighty-six (-86) or less indicates that the idea is not important.

A score of negative eighty-seven (-87) or less indicates that the idea is not important.

A score of negative eighty-eight (-88) or less indicates that the idea is not important.

A score of negative eighty-nine (-89) or less indicates that the idea is not important.

A score of negative ninety (-90) or less indicates that the idea is not important.

A score of negative ninety-one (-91) or less indicates that the idea is not important.

A score of negative ninety-two (-92) or less indicates that the idea is not important.

A score of negative ninety-three (-93) or less indicates that the idea is not important.

A score of negative ninety-four (-94) or less indicates that the idea is not important.

A score of negative ninety-five (-95) or less indicates that the idea is not important.

A score of negative ninety-six (-96) or less indicates that the idea is not important.

A score of negative ninety-seven (-97) or less indicates that the idea is not important.

A score of negative ninety-eight (-98) or less indicates that the idea is not important.

A score of negative ninety-nine (-99) or less indicates that the idea is not important.

A score of negative one hundred (-100) or less indicates that the idea is not important.

A score of negative one hundred and one (-101) or less indicates that the idea is not important.

A score of negative one hundred and two (-102) or less indicates that the idea is not important.

A score of negative one hundred and three (-103) or less indicates that the idea is not important.

A score of negative one hundred and four (-104) or less indicates that the idea is not important.

A score of negative one hundred and five (-105) or less indicates that the idea is not important.

A score of negative one hundred and six (-106) or less indicates that the idea is not important.

A score of negative one hundred and seven (-107) or less indicates that the idea is not important.

A score of negative one hundred and eight (-108) or less indicates that the idea is not important.

A score of negative one hundred and nine (-109) or less indicates that the idea is not important.

A score of negative one hundred and ten (-110) or less indicates that the idea is not important.

A score of negative one hundred and eleven (-111) or less indicates that the idea is not important.

A score of negative one hundred and twelve (-112) or less indicates that the idea is not important.

A score of negative one hundred and thirteen (-113) or less indicates that the idea is not important.

A score of negative one hundred and fourteen (-114) or less indicates that the idea is not important.

A score of negative one hundred and fifteen (-115) or less indicates that the idea is not important.

A score of negative one hundred and sixteen (-116) or less indicates that the idea is not important.

A score of negative one hundred and seventeen (-117) or less indicates that the idea is not important.

A score of negative one hundred and eighteen (-118) or less indicates that the idea is not important.

A score of negative one hundred and nineteen (-119) or less indicates that the idea is not important.

A score of negative one hundred and twenty (-120) or less indicates that the idea is not important.

A score of negative one hundred and twenty-one (-121) or less indicates that the idea is not important.

A score of negative one hundred and twenty-two (-122) or less indicates that the idea is not important.

A score of negative one hundred and twenty-three (-123) or less indicates that the idea is not important.

A score of negative one hundred and twenty-four (-124) or less indicates that the idea is not important.

A score of negative one hundred and twenty-five (-125) or less indicates that the idea is not important.

A score of negative one hundred and twenty-six (-126) or less indicates that the idea is not important.

A score of negative one hundred and twenty-seven (-127) or less indicates that the idea is not important.

A score of negative one hundred and twenty-eight (-128) or less indicates that the idea is not important.

A score of negative one hundred and twenty-nine (-129) or less indicates that the idea is not important.

A score of negative one hundred and thirty (-130) or less indicates that the idea is not important.

A score of negative one hundred and thirty-one (-131) or less indicates that the idea is not important.

A score of negative one hundred and thirty-two (-132) or less indicates that the idea is not important.

A score of negative one hundred and thirty-three (-133) or less indicates that the idea is not important.

A score of negative one hundred and thirty-four (-134) or less indicates that the idea is not important.

A score of negative one hundred and thirty-five (-135) or less indicates that the idea is not important.

A score of negative one hundred and thirty-six (-136) or less indicates that the idea is not important.

A score of negative one hundred and thirty-seven (-137) or less indicates that the idea is not important.

A score of negative one hundred and thirty-eight (-138) or less indicates that the idea is not important.

A score of negative one hundred and thirty-nine (-139) or less indicates that the idea is not important.

A score of negative one hundred and forty (-140) or less indicates that the idea is not important.

A score of negative one hundred and forty-one (-141) or less indicates that the idea is not important.

A score of negative one hundred and forty-two (-142) or less indicates that the idea is not important.

A score of negative one hundred and forty-three (-143) or less indicates that the idea is not important.

A score of negative one hundred and forty-four (-144) or less indicates that the idea is not important.