



# 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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## Need some inspiration?

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

[Open example](#)



## 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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**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

- 1.Data security challenges
- 2.Hiring and retaining the staff
- 3.Housekeeping issues
- 4.Change in technology



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



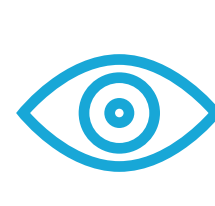
Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

# Brainstorm

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

 10 minutes

TIP



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

Denisha.P

Hiring the right employees	Protecting online reputation	Technology advancement
Customer prioritization	Include information during check-in process	Improve web-based technologies
Enables guest to control their hotel rooms remotely		

Koperundevi.M

Improve digital marketing system	Improve review response strategy	Find much higher adaption rates
Build their recruiting program for staff in the hotel	Protecting direct business	To improve development process
Making customer comfortable		

Hemasri.R

Continuously change in consumer demands and maerkets	Updating the technology toolbar	Improve the housekeeping service
Include the star-rating	Measure and track performance	Create best infrastructure
Improve security maintenanc e		

Charumathi.P

To improve monitoring system	provide personalised customer service	Take measures of your customer service performance
Meeting the needs of modern guest	Increase in hospitality technology	create a positive start for new employees
Giving offers for selected customer's		

Person 5


Person 6


Person 7


Person 8



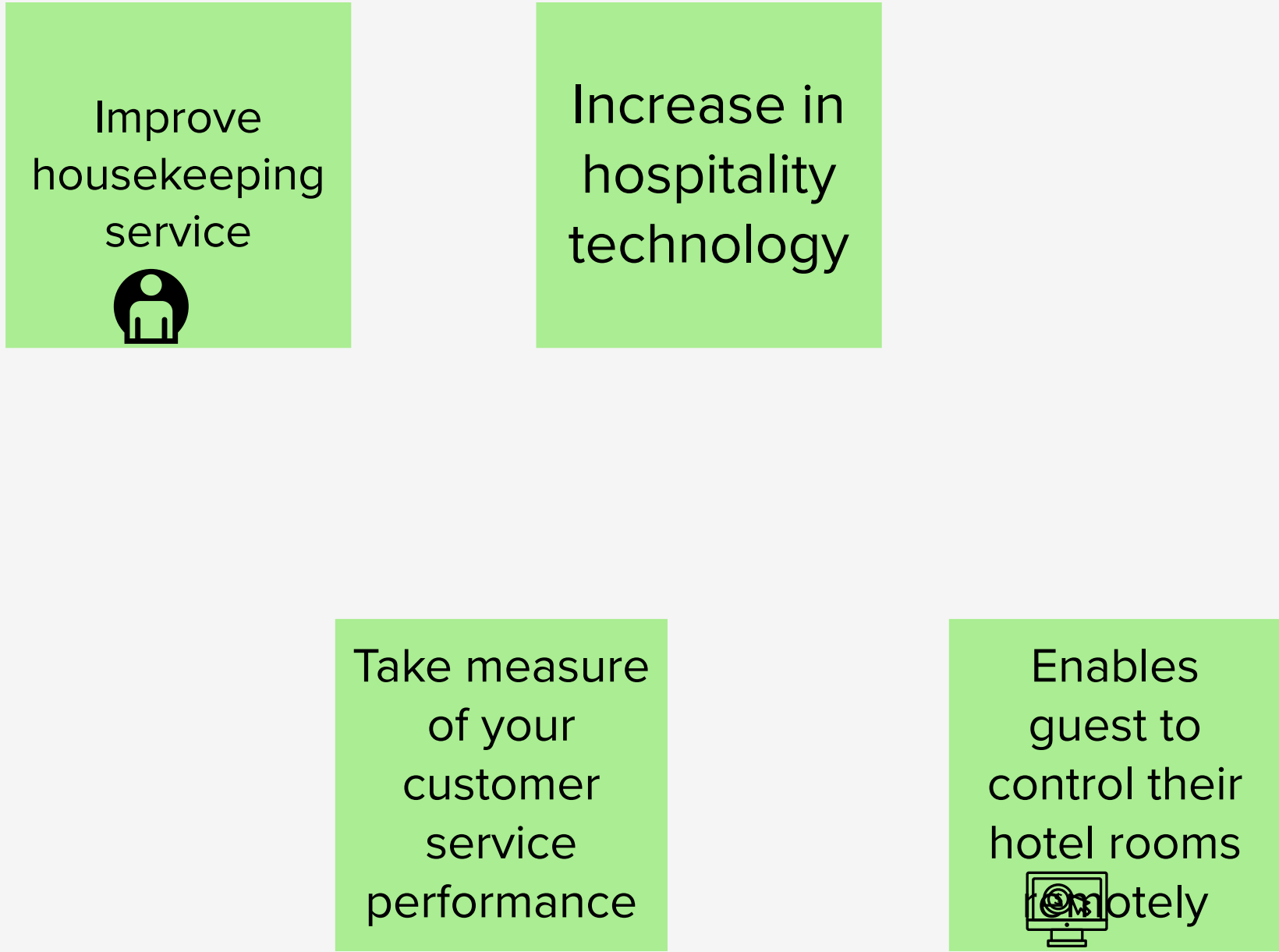



Group ideas

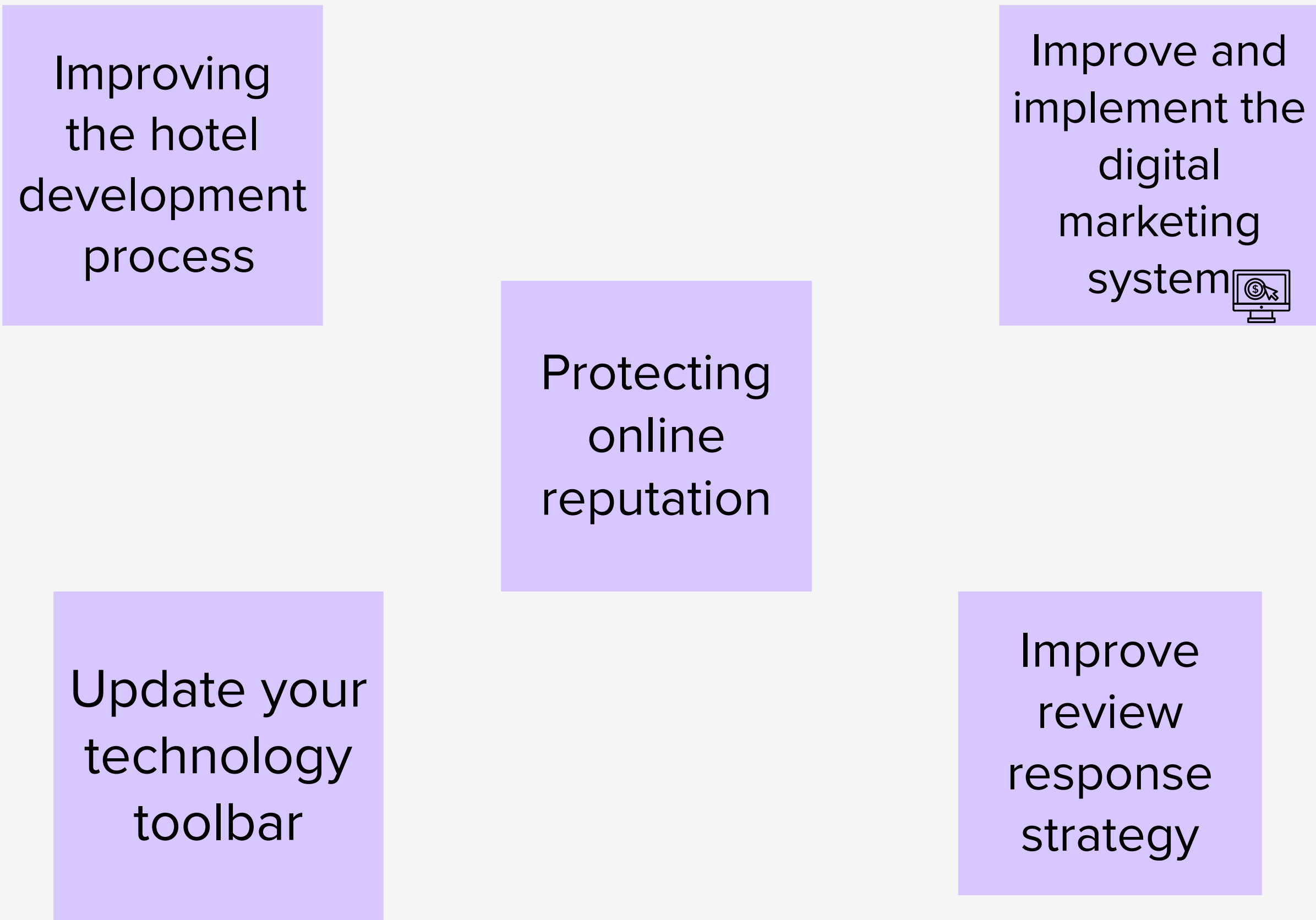
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

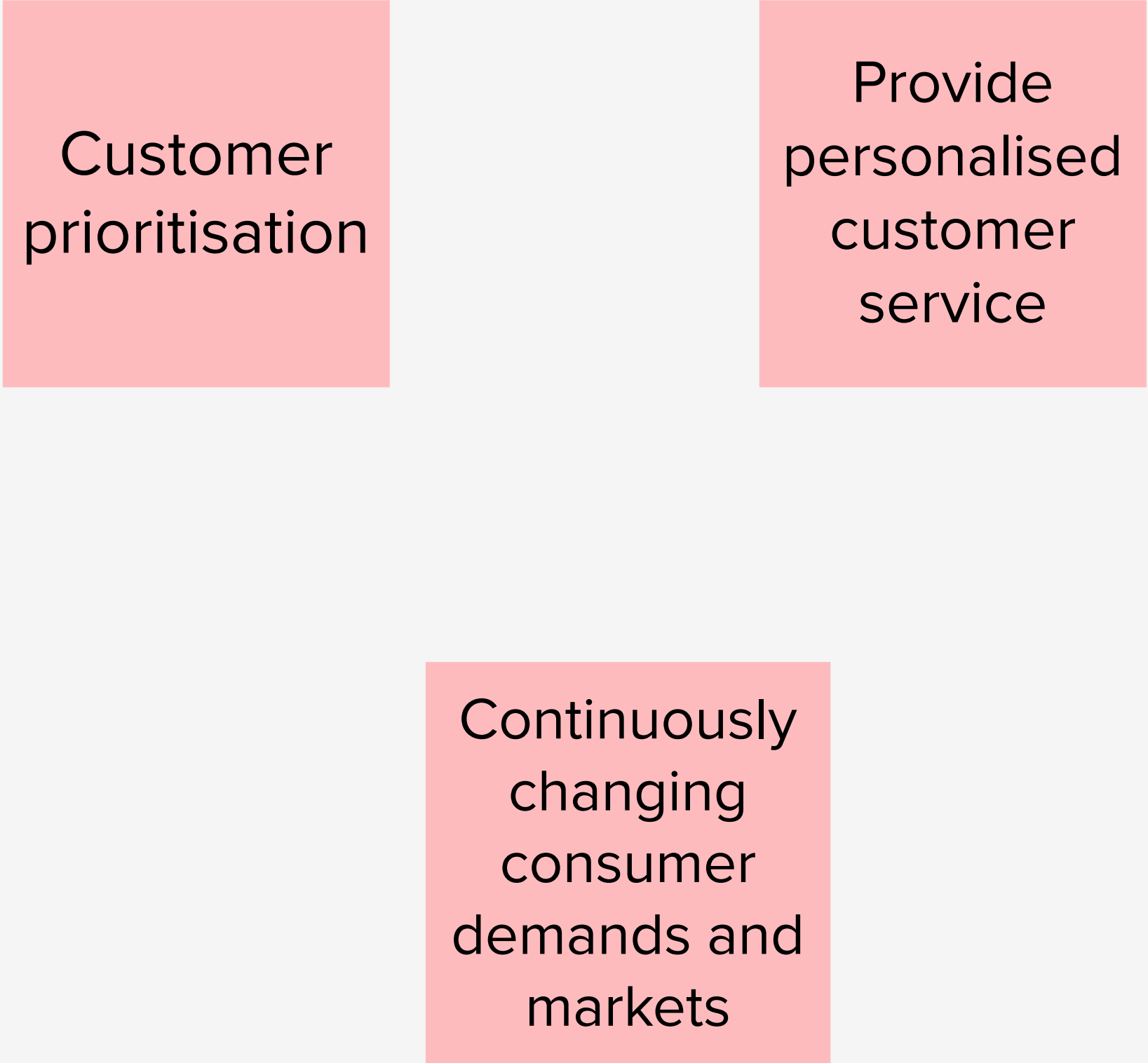
SAFETY AND SERVICE



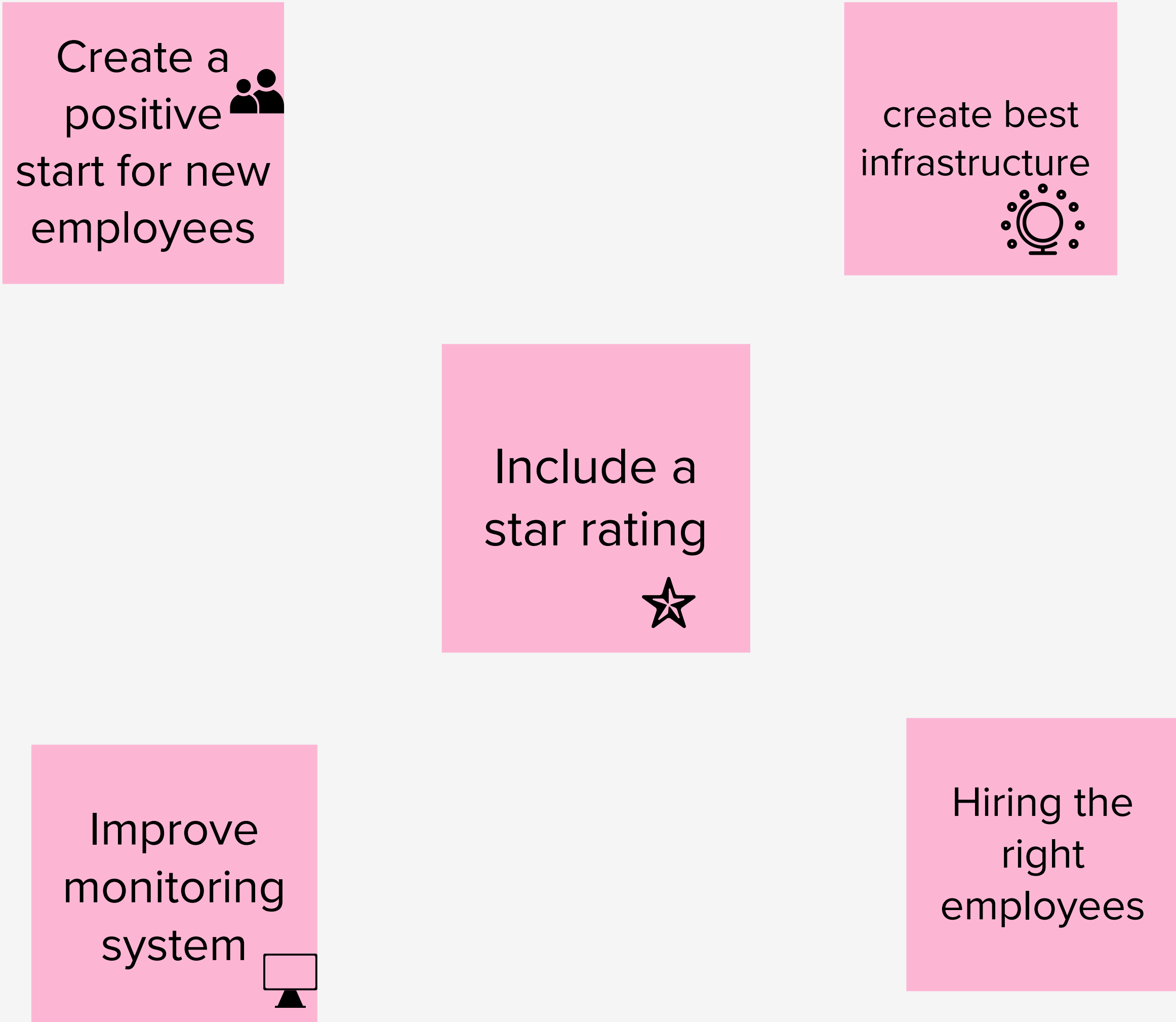
HOTEL TECHNOLOGY DEVELOPMENT



CUSTOMER NEEDS



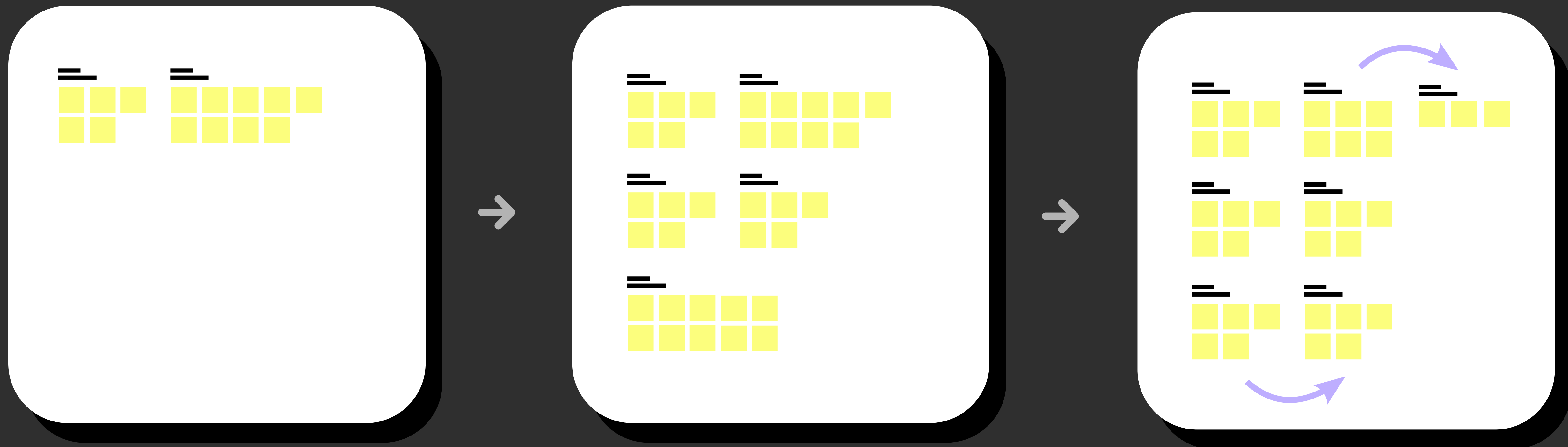
EVENTS



TIP



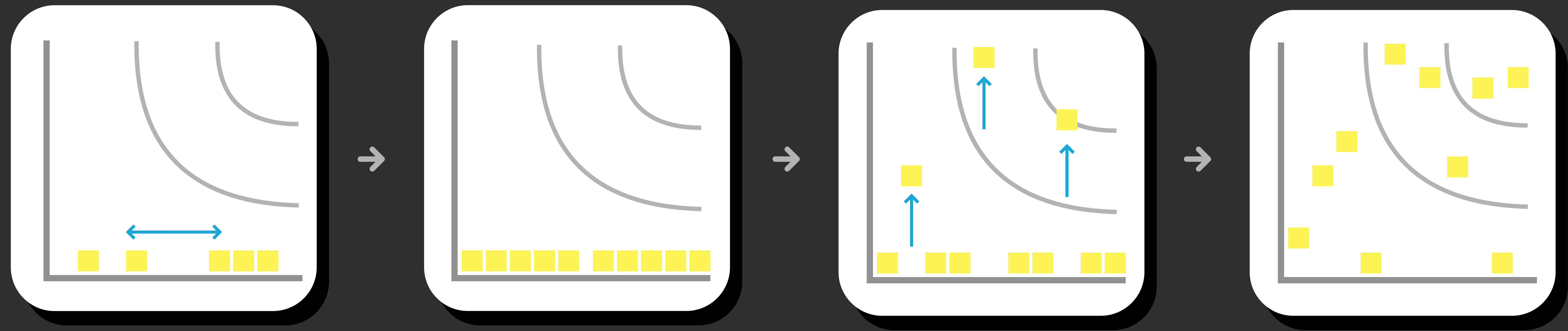
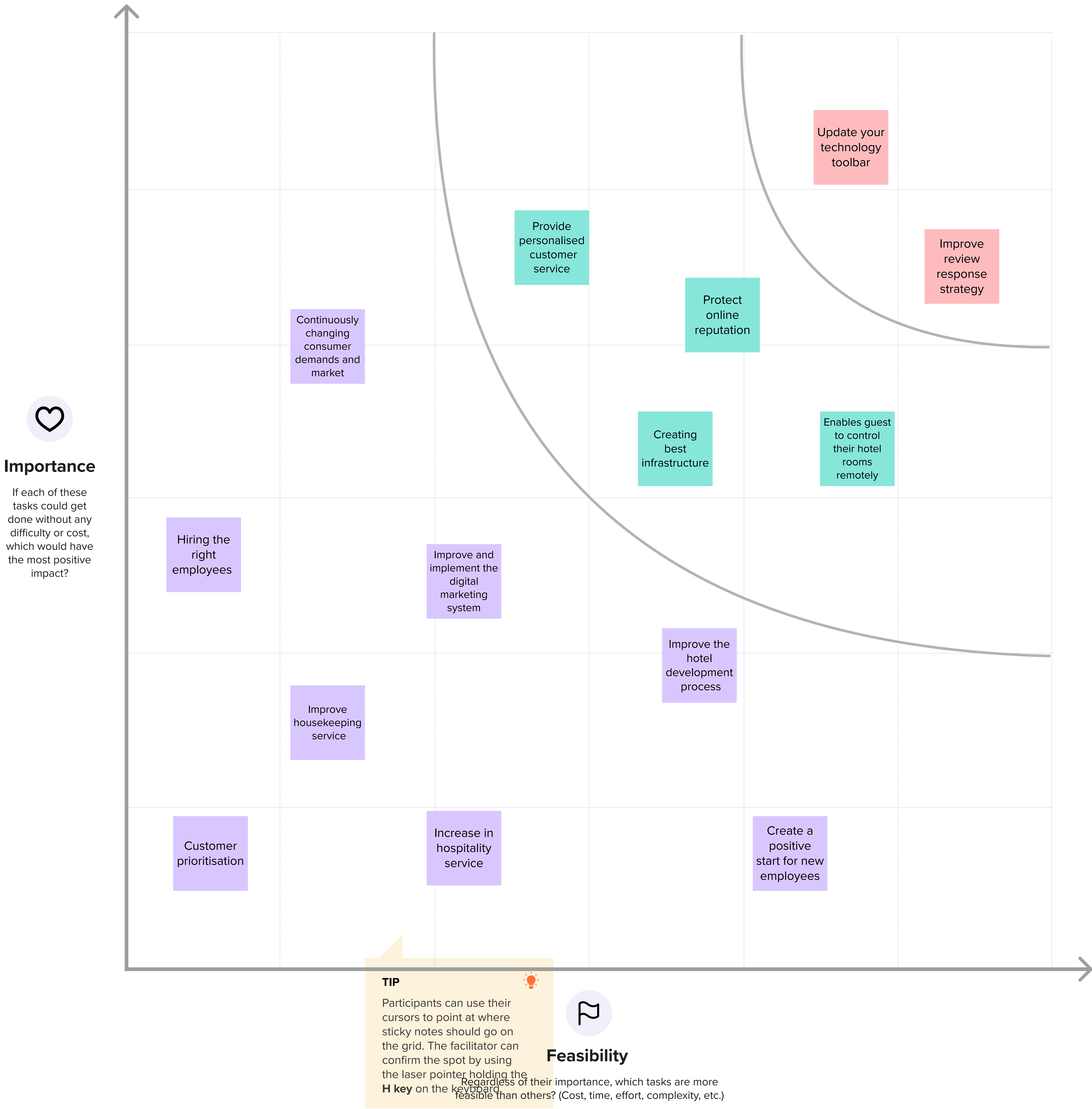
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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







## 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.

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### 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.

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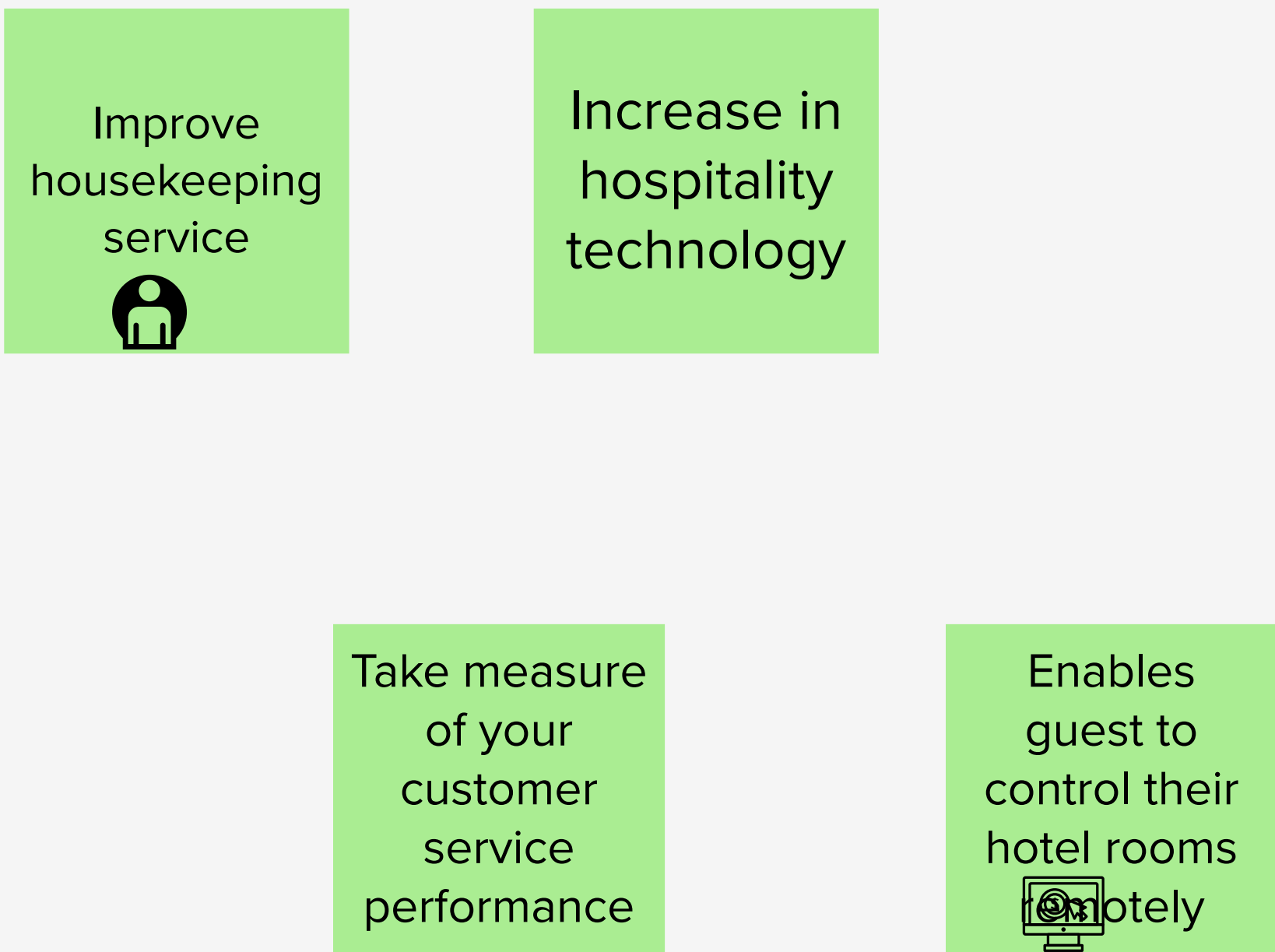
### Keep moving forward

- 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 →](#)

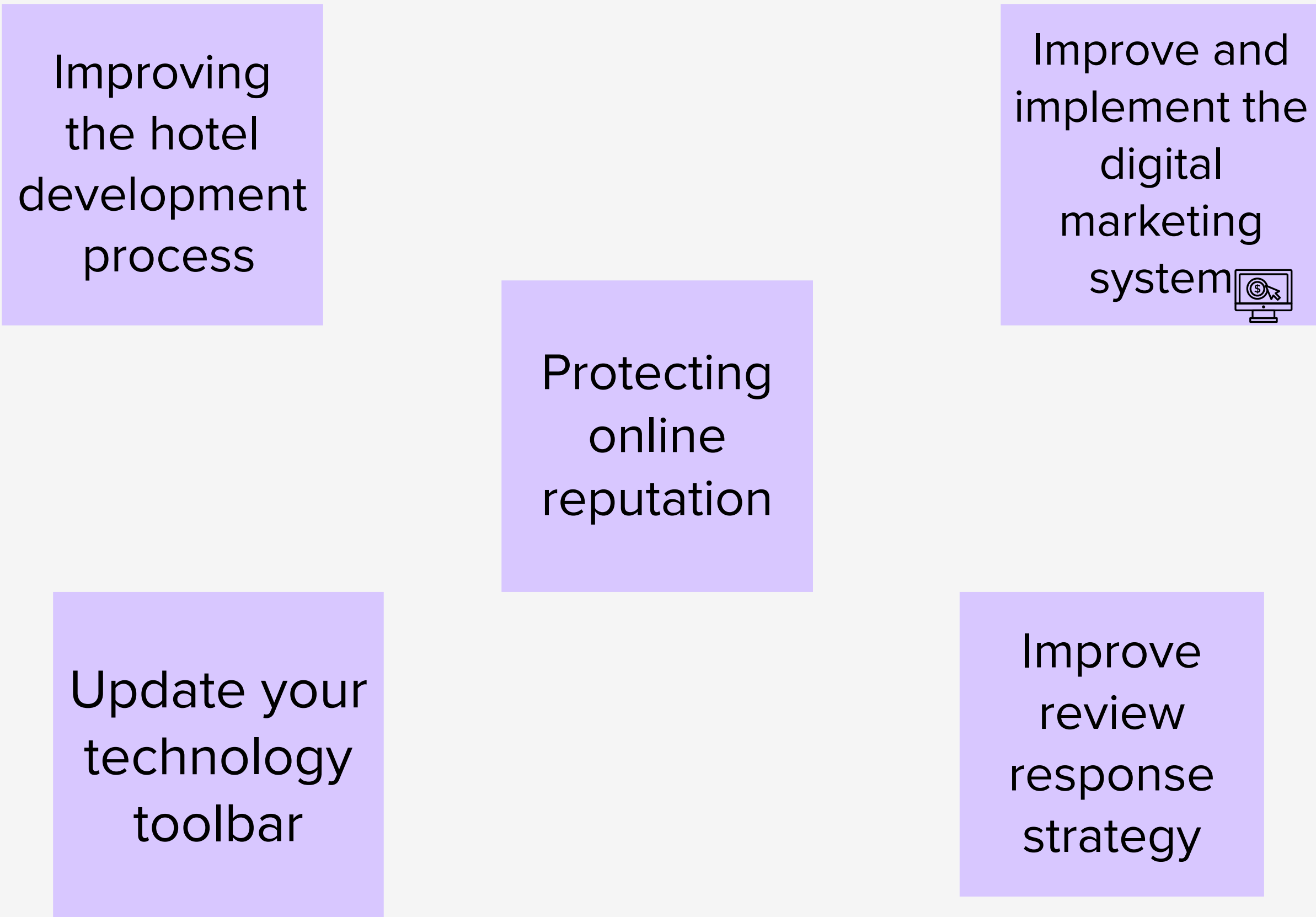
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***SAFETY AND SERVICE***

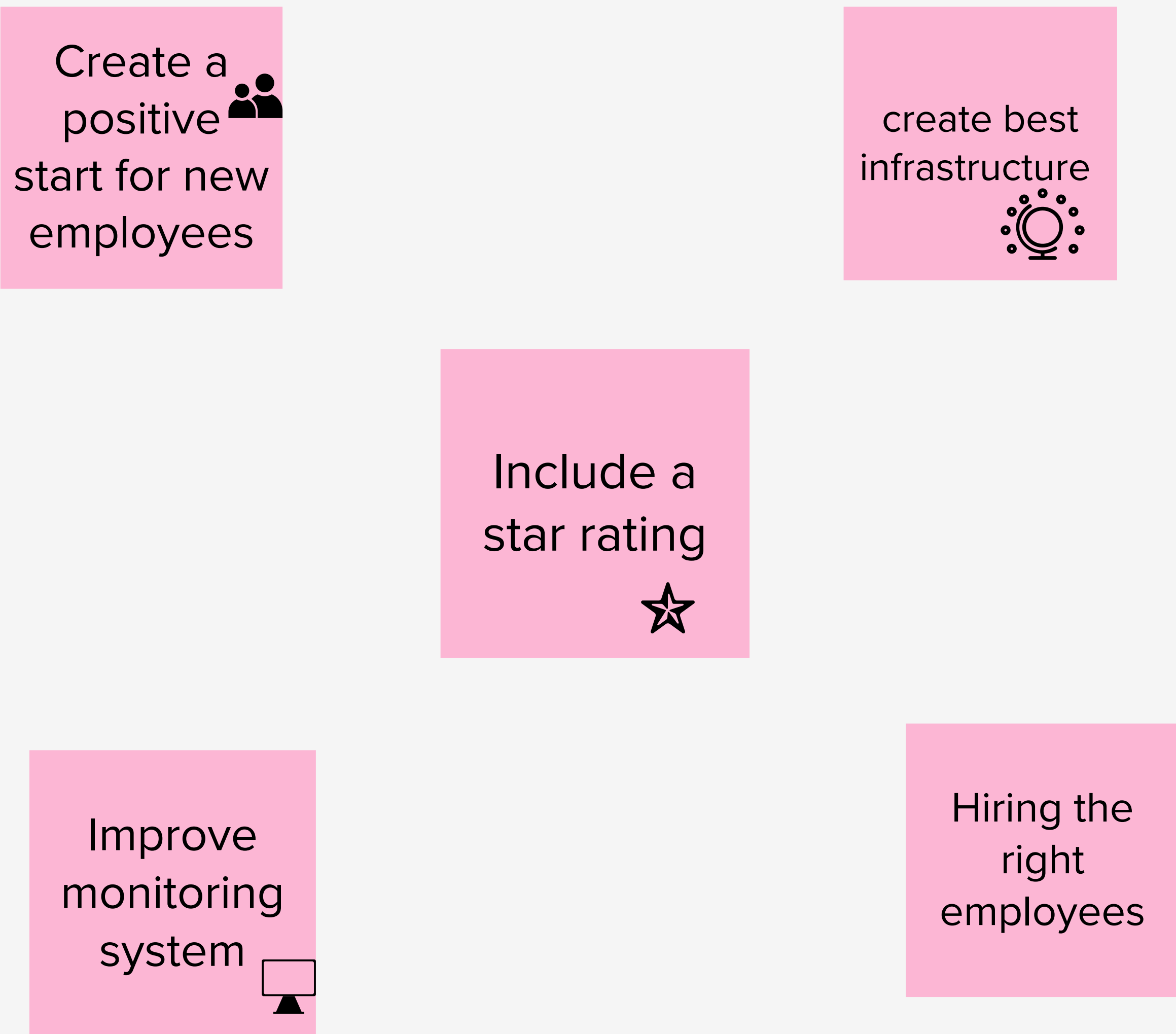
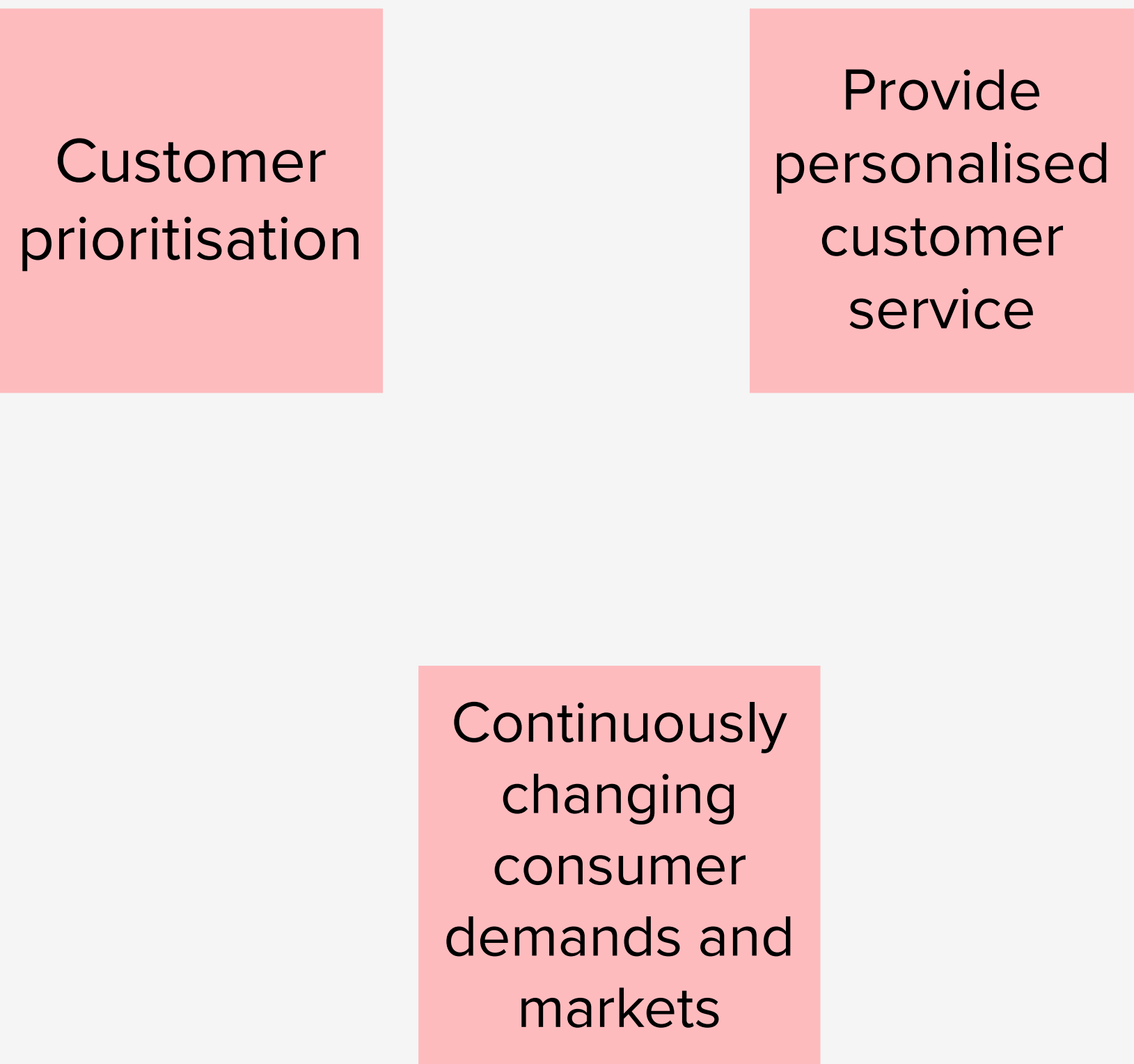


***HOTEL TECHNOLOGY DEVELOPMENT***



***EVENTS***

***CUSTOMER NEEDS***



**TIP**



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