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

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**
   Define who should participate in the session and send an invite. 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. **Learn how to use the facilitation tools**
   Use the Facilitation Superpowers to run a happy and productive session.

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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

PROMPT
How might we
1. Energy Efficiency in HVAC Systems
2. Traffic Congestion in Urban Areas

2 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 [toolbar] to quickly turn on rapid drawing!

Person 1	Person 2	Person 3	Person 4
Energy Efficiency in HVAC Systems Smart Thermostats: Enhance building insulation to reduce heat transfer and minimize the workload on HVAC systems.	**Energy Efficiency in HVAC Systems** Variable Speed Drives: Install variable speed drives on motors to allow for more precise control and energy savings.	**Energy Efficiency in HVAC Systems** Implement smart occupancy sensors and learning algorithms to optimize heating and cooling.	**Energy Efficiency in HVAC Systems** Heat Recovery Systems: Integrate heat recovery systems to capture and reuse heat generated during the cooling process.
Traffic Congestion in Urban Areas Public Transportation Incentives: Offer incentives and expand public transportation options to reduce the number of private vehicles on the road.	**Traffic Congestion in Urban Areas** Traffic Signal Optimization: Use traffic management algorithms and sensors to optimize traffic signal timing for smoother flow.	**Traffic Congestion in Urban Areas** Carpool Lanes: Develop carpooling apps to encourage ride-sharing and dedicate lanes for vehicles of single-occupancy vehicles.	**Traffic Congestion in Urban Areas** Smart Parking: Redesign city layouts to prioritize pedestrian zones, green spaces, parks, and reduce car dependency.

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 and break it up into smaller sub-groups.

30 minutes

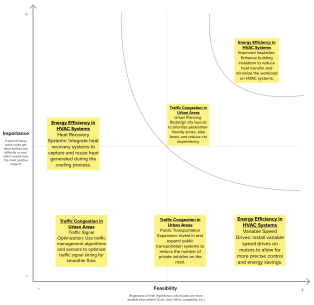
TIP
Add kudos/thumbs ups to sticky notes that you like or find most relevant, original, and/or feasible to your team or the theme within your mural.

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

TIP
Participants can use their cursors to point where sticky notes should go on the grid. The facilitator can confirm the spot by using the "Bring everyone to my view" option in the top right of the toolbar.



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

1. **Share the mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **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

1. **Strategy blueprint**
   Define the components of a new idea or strategy.
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2. **Customer experience journey map**
   Understand customer needs, motivations, and obstacles for an experience.
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3. **Strengths, weaknesses, opportunities & threats**
   Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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Share template feedback

Need some inspiration?
See a filled-in version of this template for inspiration and ideas.
Open example