Step-1: Team Gathering, Collaboration and Select the Problem Statement

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

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.

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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

> **PROBLEM**
> How might we [your problem statement]?

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.
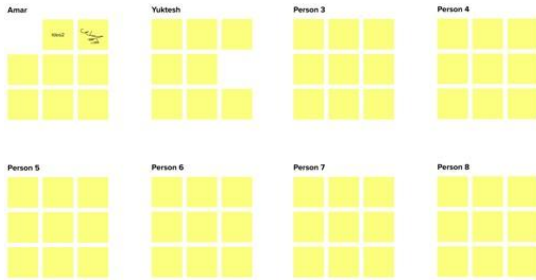
Step-2: Brainstorm, Idea Listing and Grouping

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 (switch to sketch) icon to start drawing!

③ **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.

🕐 20 minutes

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

Amar   Yuktesh   Person 3   Person 4

Person 5   Person 6   Person 7   Person 8

Person 4

Step-3: Idea Prioritization

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
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

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