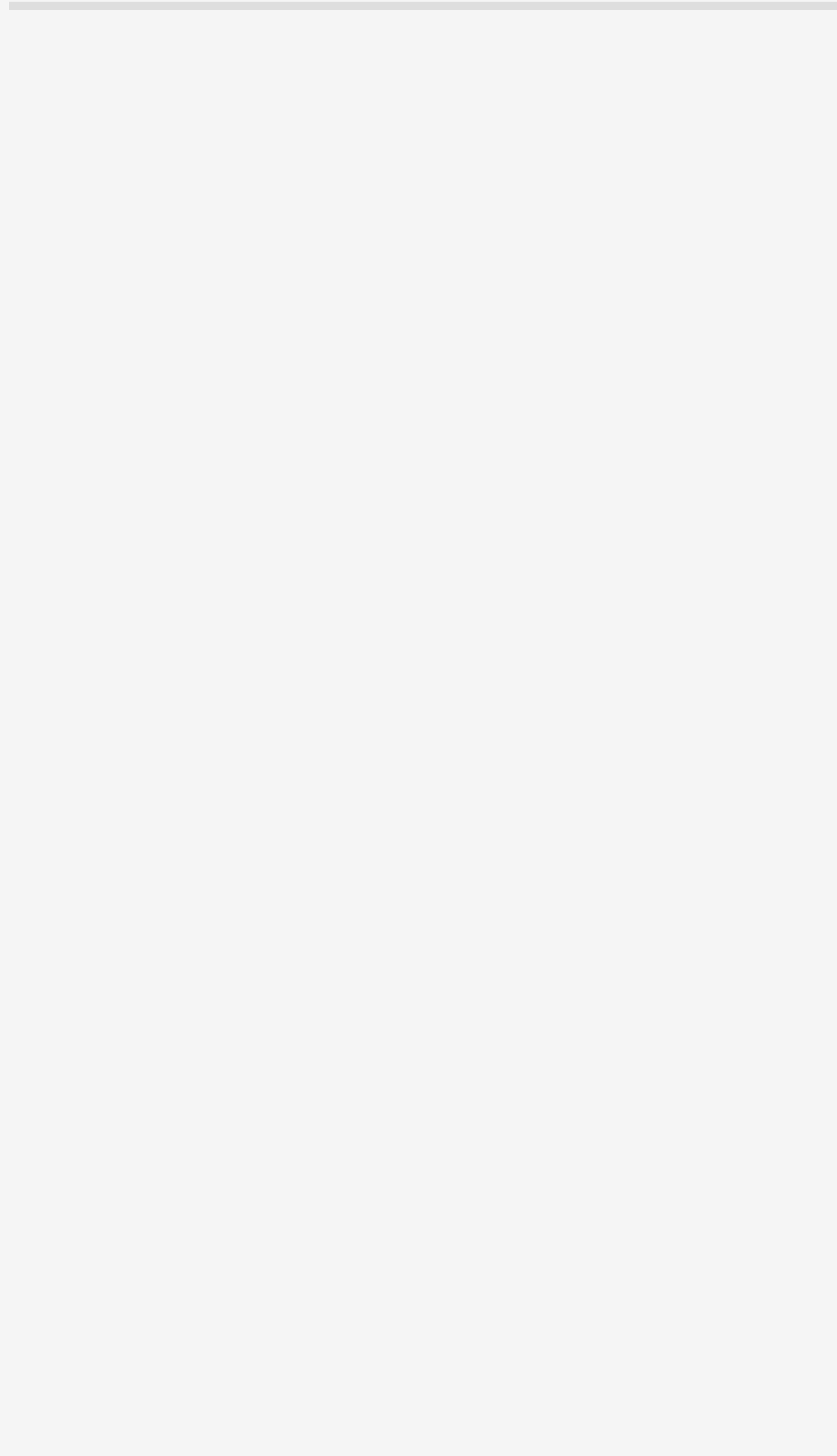




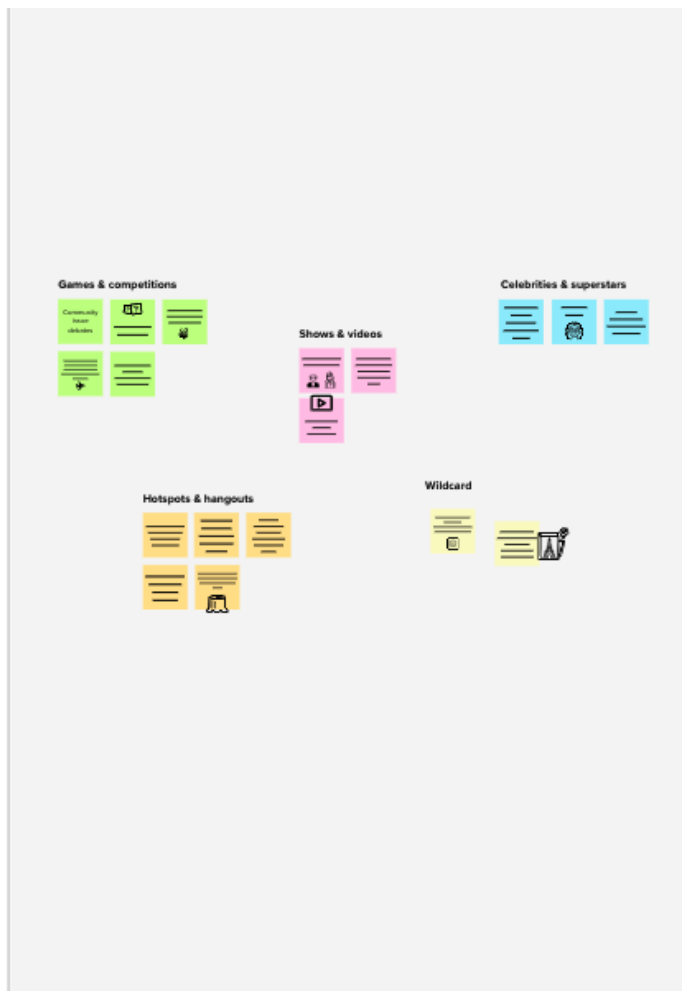
# Brainstorm & idea prioritization

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



 [Share template feedback](#)



**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

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

A COMPREHENSIVE  
ANALYSE OF  
FINANCIAL  
PERFORMANCE IN  
SITES OF LEADING  
BANKS



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



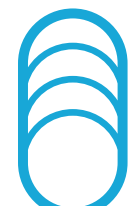
Encourage wild ideas.



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!

Person 1

INCREASING COMPLETION	A CULTURAL SHIFT	BUSINESS MODEL
REGULATORY COMPLIANCE	RIISING EXPECTATION	SECURITY BREACHES
CUSTOMER RETENSIO N	ANTIGUTED INNOVATION	TECHNOLOGY EXPERINCE

Person 2

CREDIT LOSS	CREDIT OPTION	LIQUIDITY RISK
CAPITAL REQUIREMENT	LOW INTEREST	GAINED INCOME
PROFIT LOSS	ASSESTS MANAGEMENT	DECREASED PROBABILITY

Person 3

FINANCIAL LEVEREGE	INCREASING COMPETATION	PROFITABILITY RATIOS
PROFIT LOSS	RIISING EXPECTATION	BUSINESS MODEL
CREDIT LOSS	A CULTURAL SHIFT	REGULATORY COMPLIANCE

Person 4

INCREASE COMPETATION	SHORT TERM SECURITIES	ASSETS AND MARKET CAPITALISATION
INCREASING COMPETATION	URRENT LIABILITIES	CAPITAL RECUREMENT
INCREASING COMPLETION	LOW INTEREST	A CULTURAL SHIFT

Person 5


Person 6


Person 7


Person 8







Group ideas

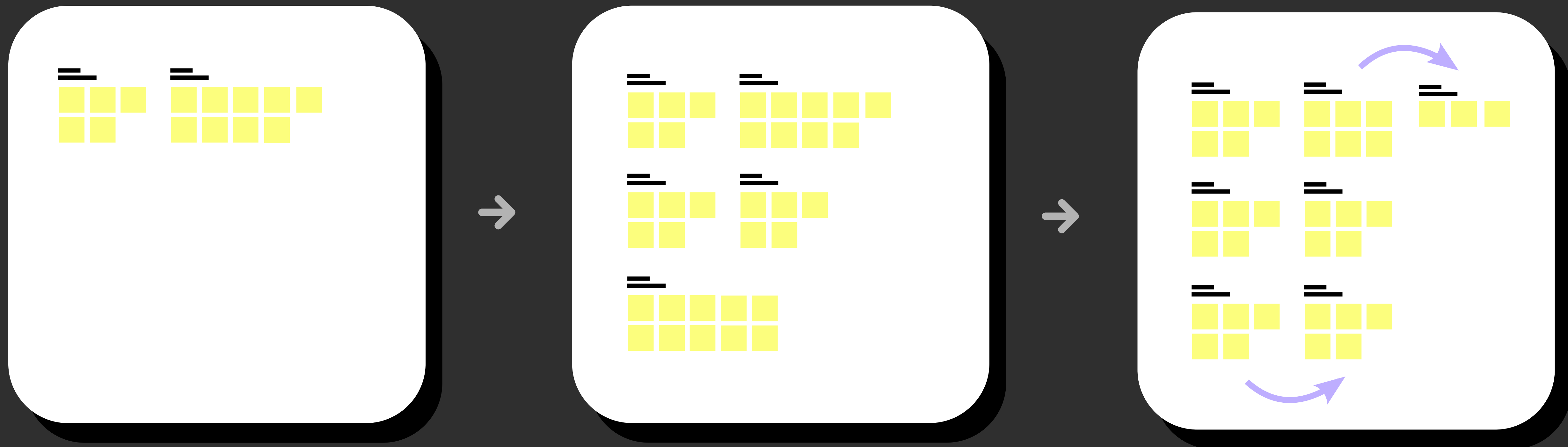
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

The biggest risk to India's banks is the rise in bad loans. The slowdown in the economy in the last few years led to a rise in bad loans or non-performing assets (NPAs). These are loans which are not repaid back by the borrower. They are, thus, a loss for the bank. Net NPAs amount to only 2.36% of the total loans in the banking system. This may not seem like an alarming figure. However, it does not take into restructured assets - when a borrower is unable to pay back and the bank makes the loan more flexible to be paid back over a longer period of time. Restructured assets too put pressure on a bank's profitability. Together, such stressed assets account for 10.9% of the total loans in the system. And these are just loans which are identified as stressed assets. 36.9% of the total debt in India is at risk, according to an IMF report. Yet, banks have capacity to absorb only 7.9% loss. So, if these debts turn bad too, banks will face major losses.

**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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[Share template feedback](#)