

## 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.

- 15 minutes to prepare
- 1 hour to collaborate
- 2-4 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.

- 3 **Team gathering**  
Define who should participate in the session and send invites. Share relevant information or pre-work ahead.
- 4 **Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- 5 **Learn how to use the facilitation tools**

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### Define your problem statement

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What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your exploration.



### Stages of Brainstorming

-  Exchange with
-  Listen to others
-  If possible, be

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



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**Group ideas**

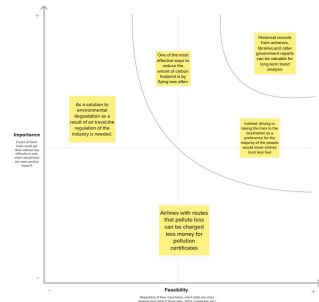
Take turns sharing your ideas while clustering similar or related notes as you go. Once sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.



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**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



**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.

- **Show the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in decks, or save in your drive.

-  **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](#) →

