



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
20 people recommended

1

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

- Team gathering (optional)
 - Organize 3-5
 - Organize 5-10
 - Organize 10-20
- Learn how to use the facilitator guide
 - Use the Facilitator Guide to run a happy and productive session.

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2

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.

10 minutes

problem
What's the definition of YouTube Thumbnails?



3

Brainstorm

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

10 minutes

Tip: You can enter a sticky note at any time during the session. It will be added to the board.



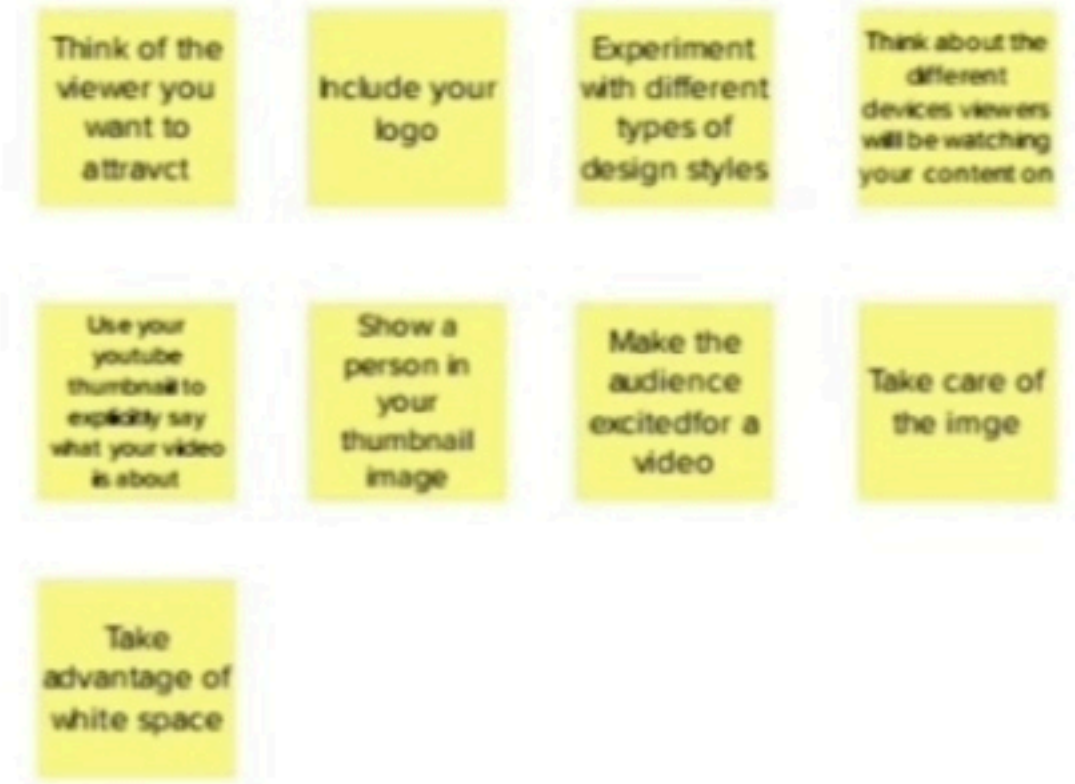
4

Group ideas

Time 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 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

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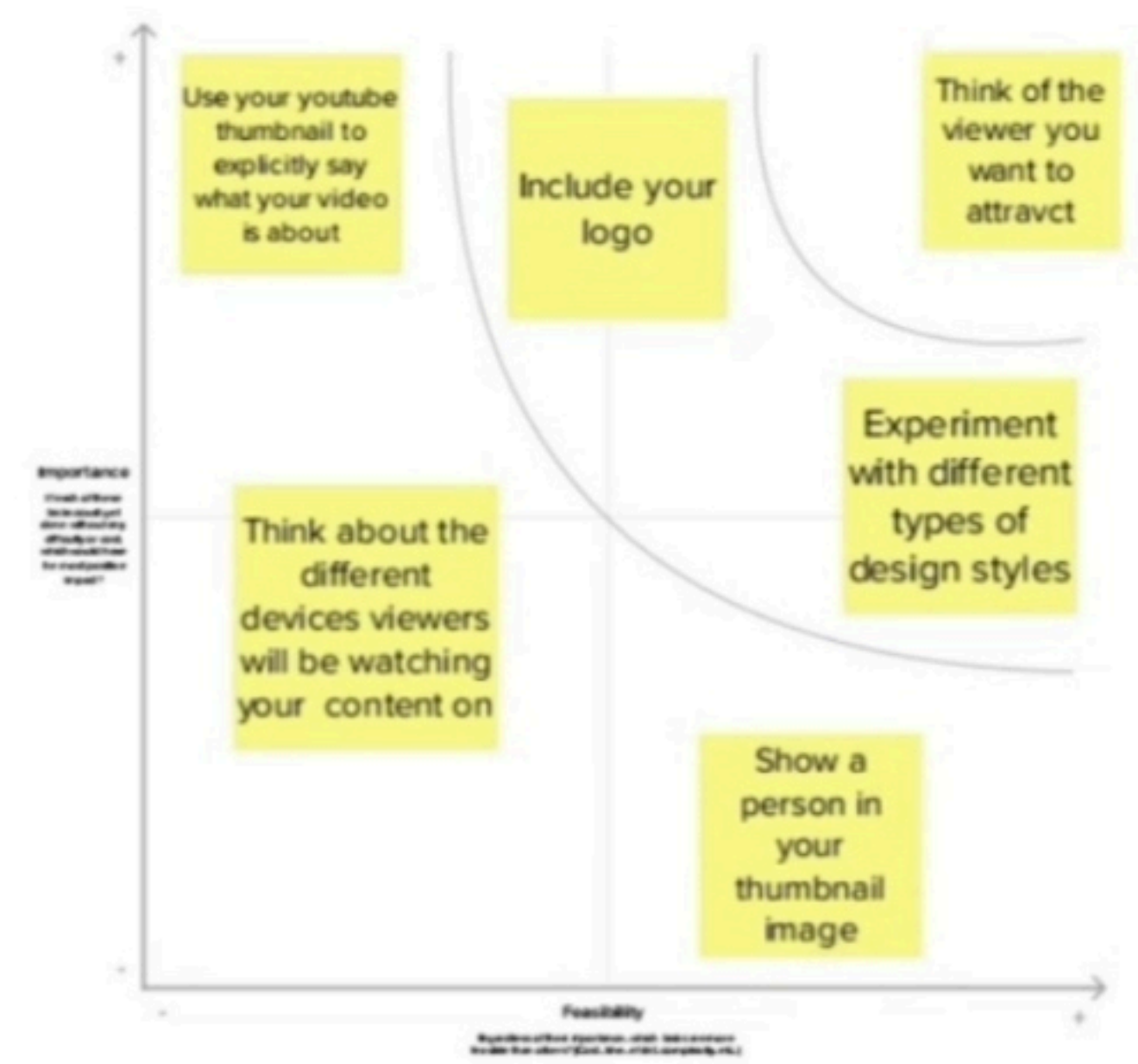
5

Prioritize

Your team should agree 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

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6

After you collaborate

You can export the results as an image or pdf to share with members of your company who might find it useful.

Quick actions

- Share the board
 - Share a view link to the board with collaborators. You can also share a link to the board's history.
- Export the board
 - Export a copy of the board as a PDF or PNG. You can also export a copy of the board's history.

Keep moving forward

- Strategy Map
 - Define the components of a new or existing strategy.
- Customer experience journey map
 - Understand customer needs, motivations, and behaviors for an experience.
- Strengths, weaknesses, opportunities & threats (SWOT) analysis
 - Identify strengths, weaknesses, opportunities and threats (SWOT) to develop a plan.

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Need some inspiration?
See a related article with tips on how to brainstorm.

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