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

- **Team gathering**
  Define who should participate in the session and send an invite. Share relevant information or prework ahead.
- **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.
- **Learn how to use the tool**
  Use the Prioritizer Superpowers to run a happy and productive session.

Open artboard

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

How Might

Problem

Farmers need a way to make informed decisions on crop selection and management, taking into account market demand and weather conditions.

Key rules of brainstorming

To run an smooth and productive session

- Stay in scope
- Defer judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- One conversation at a time

Brainstorm

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

10 minutes

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

Person 1

- Crop Diversification
  Cultivate a wide range of crops, including drought-resistant varieties, to mitigate risks associated with climate variability. Diversification can also enhance soil health and provide multiple income streams.
- Climate Change Adaptation
  Develop strategies to adapt to climate change, such as adjusting planting dates, using drought-resistant seeds, and implementing water conservation techniques.

Person 2

- Pest Management
  Implement integrated pest management strategies to minimize pesticide use while effectively managing pests and diseases.
- Soil Health Management
  Adopt practices to improve soil health, such as crop rotation, cover cropping, and reduced tillage, to enhance soil fertility and structure.

Person 3

- Water Management
  Implement efficient irrigation systems and water conservation practices to ensure sustainable water use, particularly in areas prone to drought.
- Collaboration with Farmer Groups
  Collaborate with farmer groups to share knowledge, resources, and support. Collaboration can foster a community approach to addressing challenges and promoting sustainable practices.

Person 4

- Crop Insurance Subsidies
  Provide subsidies for crop insurance to protect farmers from financial losses due to natural disasters and market fluctuations.
- Training and Education
  Offer training programs and workshops to farmers on new techniques, technologies, and sustainable practices. Education can empower farmers with the knowledge and skills to make informed decisions.

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.

20 minutes

TIP
Add votes to the most important ideas, or ideas you think should be explored further. Use the voting capability to see which ideas the group thinks are most important.

Market Demand and Profitability:

Farmers need guidance on selecting crops that are not only ecologically sustainable but also economically profitable, taking into account market demand and price fluctuations.

Data Collection and Analysis:

Collect historical data on crop yields, acreage, and production by region. Gather climate data to understand the impact of weather patterns on crop production. Analyze market data to identify profitable crop options and trends.

Knowledge and Training:

Farmers may require training and education on sustainable farming practices and crop rotation techniques.

Prioritize

Your team should be on the same page about what's important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Prioritize ideas on the grid to determine which ideas are important and which are feasible.

Market Demand and Profitability.

Farmers need guidance on selecting crops that are not only ecologically sustainable but also economically profitable, taking into account market demand and price fluctuations.

Climate Change Adaptation
Develop strategies to adapt to climate change, such as adjusting planting dates, using drought-resistant seeds, and implementing water conservation techniques.

Knowledge and Training
Farmers may require training and education on sustainable farming practices and crop rotation techniques.

Data Collection and Analysis.
Collect historical data on crop yields, acreage, and production by region. Gather climate data to understand the impact of weather patterns on crop production. Analyze market data to identify profitable crop options and trends.

Crop Diversification
Cultivate a wide range of crops, including drought-resistant varieties, to mitigate risks associated with climate variability. Diversification can also enhance soil health and provide multiple income streams.

Pest Management
Implement integrated pest management strategies to minimize pesticide use while effectively managing pests and diseases.

Collaboration with Farmer Groups
Collaborate with farmer groups to share knowledge, resources, and support. Collaboration can foster a community approach to addressing challenges and promoting sustainable practices.

Training and Education
Offer training programs and workshops to farmers on new techniques, technologies, and sustainable farming practices. Education can empower farmers with the knowledge and skills to make informed decisions.

Importance

Feasibility

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

- **Share the mural**
  Share a view-only link the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Export a snapshot the mural as a PNG or PDF to attach to emails, include in slides, or print in your office.

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

Share template feedback

Need more inspiration?
Check out the collection of templates, tips, and inspiration.
Open in Miro

Scanned with OKEN Scanner