

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



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.

① 10 minutes

- Team gathering
 4 person's
- Set the goal

HealthHub Medical Clinic

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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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.

① 5 minutes

PROBLEM

Less response and low technology improvement



Key rules of brainstorming

To run an smooth and productive session



otay iii topio



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



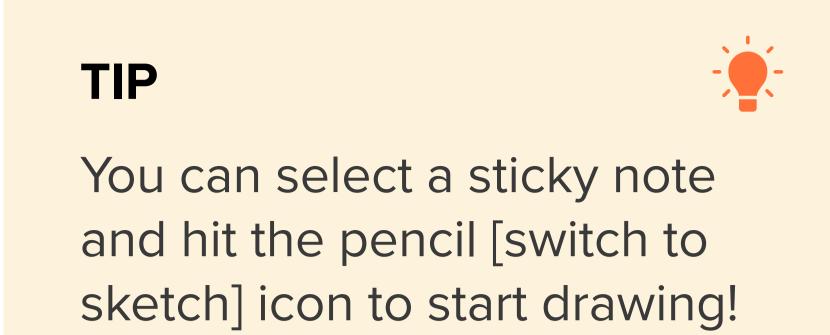
If possible, be visual.



Brainstorm

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

① 10 minutes



Person 1

Research shows lists fit today's reading styles.

Reach out to patients by phone or patient advisory councils.

Send a survey to subscribers

Person 2

Ask
questions Skim reddit
on social or Quora.
media

Scientists and physicians are often averse to controversy

Person 3

Encourage all staff to participate. Avoid criticism of ideas and dominance of particular staff.

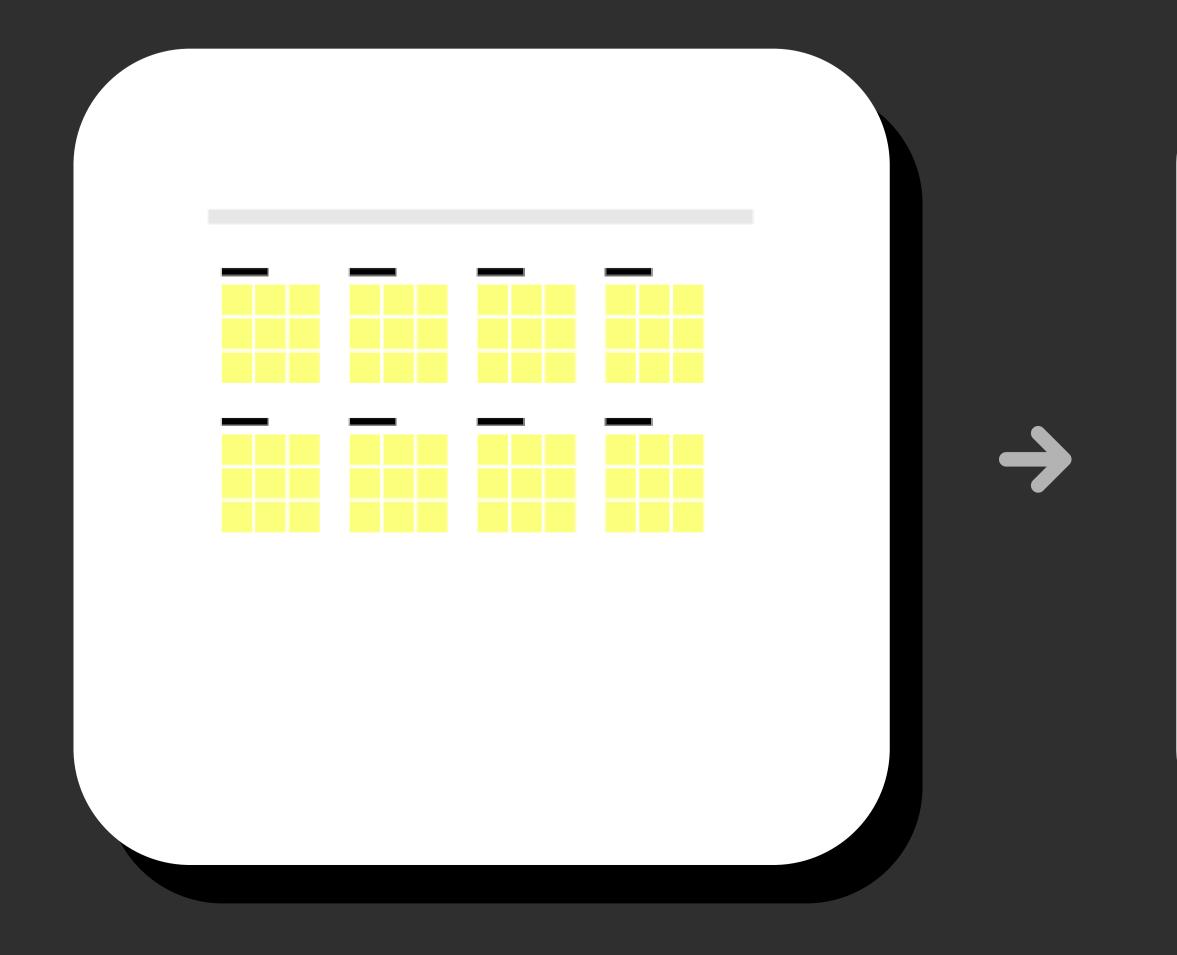
Discussion is limited to explanation or clarification of a suggestion.

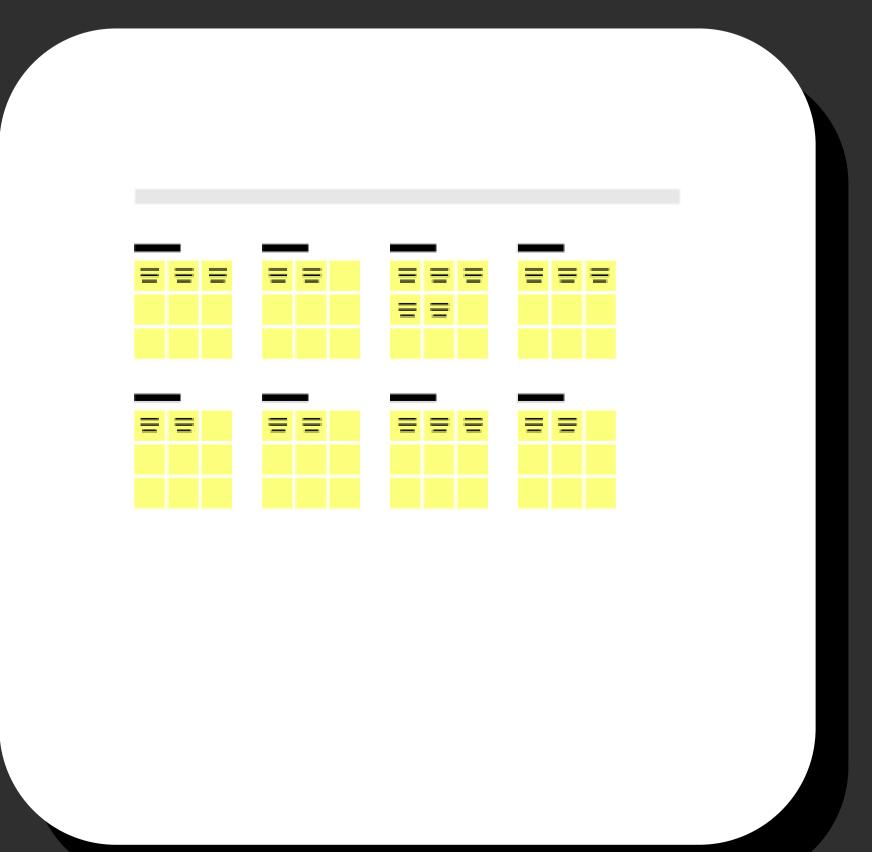
Person 4

Improved care coordination among departments

Reduced medicationrelated adverse events

Improved electronic medical record documentation







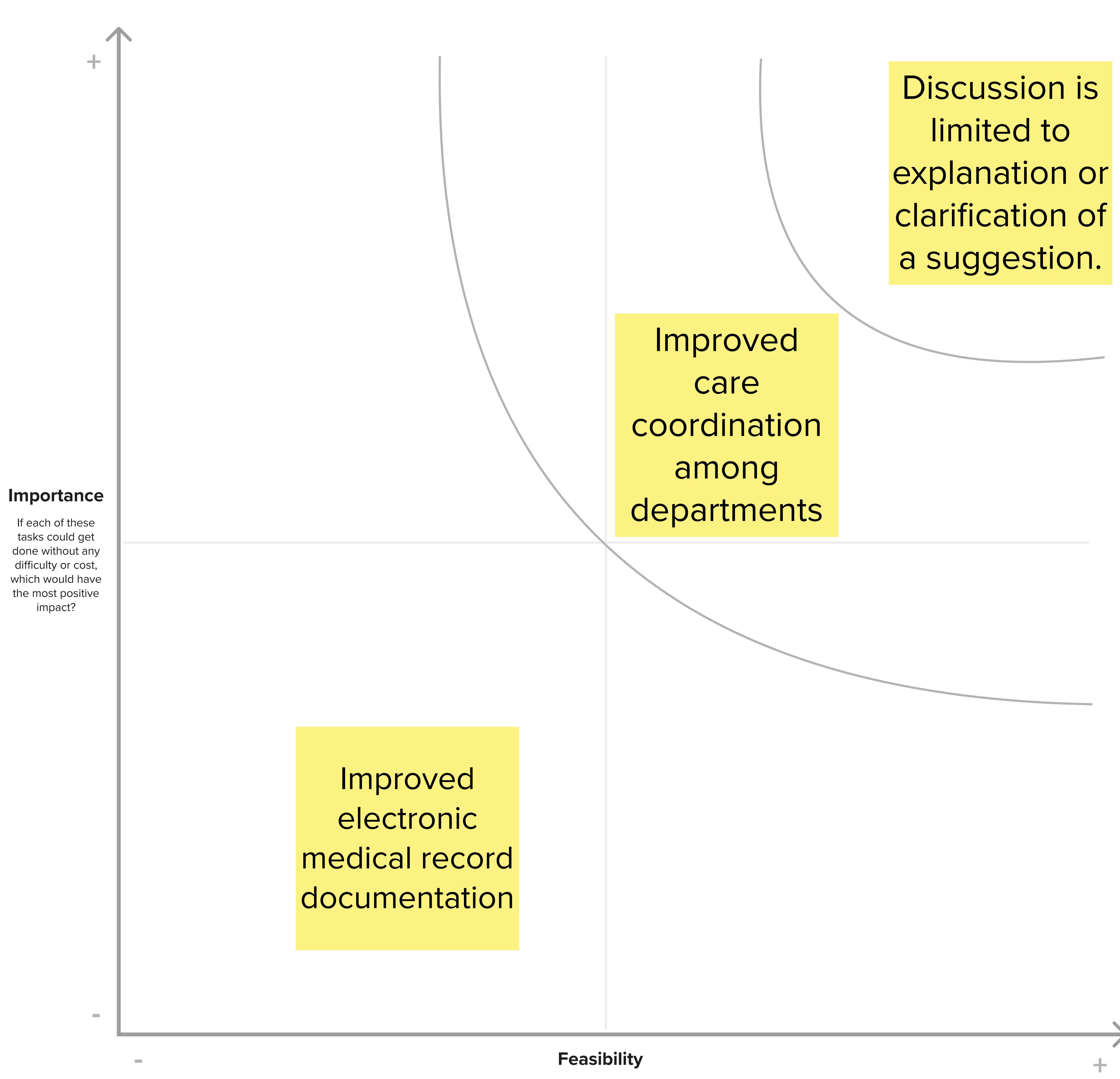
Prioritize

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.

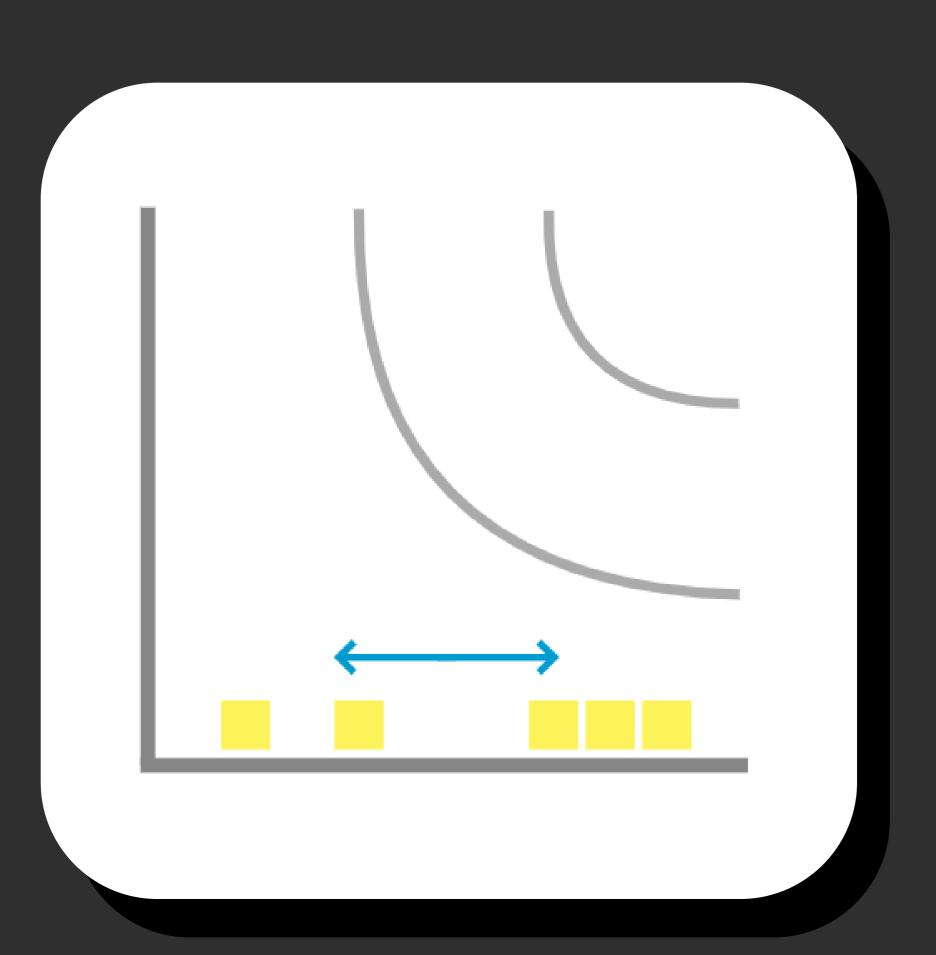
① 20 minutes

TIP

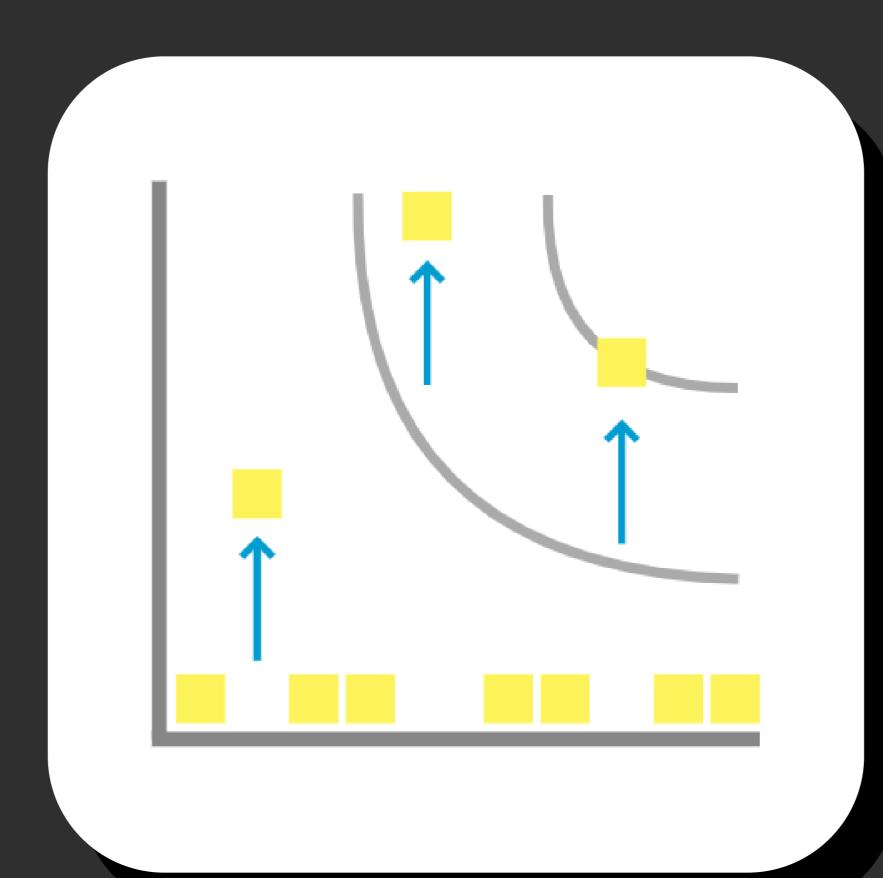
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.



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











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 link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Export the mural



Strategy blueprint

Define the components of a new idea or strategy.

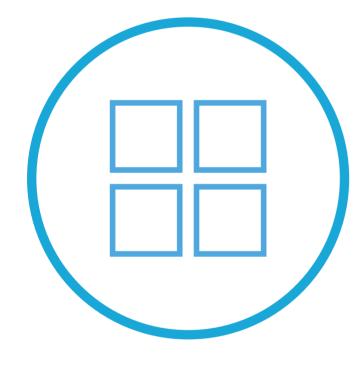
Open the template →



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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