



### Step-2: Brainstorm, Idea Listing and Grouping

## 2

## Brainstorm

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

Ⓢ 10 minutes

**TIP** You can select a sticky note and click the pencil icon to start drawing!

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<p>1. <b>Introduction</b></p> <p>2. <b>Background</b></p> <p>3. <b>Methodology</b></p> <p>4. <b>Results</b></p> <p>5. <b>Conclusion</b></p>	<p>6. <b>Discussion</b></p> <p>7. <b>Future Work</b></p> <p>8. <b>Acknowledgments</b></p> <p>9. <b>References</b></p> <p>10. <b>Appendix</b></p>	<p>11. <b>Abstract</b></p> <p>12. <b>Keywords</b></p> <p>13. <b>Summary</b></p> <p>14. <b>References</b></p> <p>15. <b>Appendix</b></p>	<p>16. <b>Introduction</b></p> <p>17. <b>Background</b></p> <p>18. <b>Methodology</b></p> <p>19. <b>Results</b></p> <p>20. <b>Conclusion</b></p>	<p>21. <b>Discussion</b></p> <p>22. <b>Future Work</b></p> <p>23. <b>Acknowledgments</b></p> <p>24. <b>References</b></p> <p>25. <b>Appendix</b></p>	<p>26. <b>Abstract</b></p> <p>27. <b>Keywords</b></p> <p>28. <b>Summary</b></p> <p>29. <b>References</b></p> <p>30. <b>Appendix</b></p>	<p>31. <b>Introduction</b></p> <p>32. <b>Background</b></p> <p>33. <b>Methodology</b></p> <p>34. <b>Results</b></p> <p>35. <b>Conclusion</b></p>	<p>36. <b>Discussion</b></p> <p>37. <b>Future Work</b></p> <p>38. <b>Acknowledgments</b></p> <p>39. <b>References</b></p> <p>40. <b>Appendix</b></p>

## 3

### 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

**Product Invention**

Stable low low growth	Stable low low growth	Stable low low growth	Stable low low growth
Stable low low growth	Stable low low growth	Stable low low growth	Stable low low growth
Stable low low growth	Stable low low growth	Stable low low growth	Stable low low growth
Stable low low growth	Stable low low growth	Stable low low growth	Stable low low growth

**Customer Market**

**Tip**

And customer segmentation by customer is needed market is first, because negative, and change the important factors in customer to the point to all

Customer market	Customer market	Customer market	Customer market
Customer market	Customer market	Customer market	Customer market
Customer market	Customer market	Customer market	Customer market
Customer market	Customer market	Customer market	Customer market

**Supplier Manager**

Supplier manager	Supplier manager	Supplier manager	Supplier manager
Supplier manager	Supplier manager	Supplier manager	Supplier manager
Supplier manager	Supplier manager	Supplier manager	Supplier manager
Supplier manager	Supplier manager	Supplier manager	Supplier manager

**Sales Product**

Sales product	Sales product	Sales product
Sales product	Sales product	Sales product
Sales product	Sales product	Sales product
Sales product	Sales product	Sales product

**Account Statistics**

Account statistics	Account statistics	Account statistics
Account statistics	Account statistics	Account statistics
Account statistics	Account statistics	Account statistics
Account statistics	Account statistics	Account statistics

**Expansion of products**

Expansion of products	Expansion of products	Expansion of products
Expansion of products	Expansion of products	Expansion of products
Expansion of products	Expansion of products	Expansion of products
Expansion of products	Expansion of products	Expansion of products



## Step-3: Idea Prioritization

4

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

The grid is a 2x2 matrix with 'Importance' on the y-axis and 'Feasibility' on the x-axis. A diagonal line from the bottom-left to the top-right divides the grid into two main sections. The top-left section (high importance, low feasibility) is labeled 'Avoid (check one box)'. The bottom-right section (low importance, high feasibility) is labeled 'Avoid (check one box)'. The top-right section (high importance, high feasibility) is labeled 'Pursue (check one box)'. The bottom-left section (low importance, low feasibility) is labeled 'Avoid (check one box)'. A 'Tip' box states: 'Participants can use their cursor to point to where they want to place an idea on the grid. The facilitator can confirm the idea by using the Enter key on the keyboard.'

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 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.

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

A sequence of four icons showing the process flow: 1. A grid with a single idea. 2. A grid with multiple ideas. 3. A grid with ideas being moved. 4. A grid with ideas being prioritized.

## Entire pitch :

Brainstorm & idea prioritization

Use the grid to brainstorm and prioritize ideas. The grid is a 2x2 matrix with 'Importance' on the y-axis and 'Feasibility' on the x-axis. A diagonal line from the bottom-left to the top-right divides the grid into two main sections. The top-left section (high importance, low feasibility) is labeled 'Avoid (check one box)'. The bottom-right section (low importance, high feasibility) is labeled 'Avoid (check one box)'. The top-right section (high importance, high feasibility) is labeled 'Pursue (check one box)'. The bottom-left section (low importance, low feasibility) is labeled 'Avoid (check one box)'.

Brainstorm

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**Pitch link :**

<https://app.mural.co/invitation/mural/ku6890/1665483466610?sender=u8c6a5d929b760b9a7c450799&key=25386f50-f880-4ab0-b729-e756278700dd>