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.

(L) 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 pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in

Use the Facilitation Superpowers to run a happy and

Learn how to use the facilitation tools

productive session.

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

PROBLEM How might we [your problem statement]?

Key rules of brainstorming To run an smooth and productive session Stay in topic. Encourage wild ideas. Listen to others.

Go for volume. So If possible, be visual.

2

Brainstorm

→ 10 minutes

Write down any ideas that come to mind

that address your problem statement.

You can select a sticky note

and hit the pencil [switch to

sketch] icon to start drawing!

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

Weather

Choose different routes when the weather conditions are bad

Facilities and resources in airport

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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

4



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.

B Export the mural

Export acopy 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

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Need some inspiration? See a finished version of this template to kidstart your work. Open example 🛶











