## Brainstorm d 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 vou 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 the brainstorming session.

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

Open article →

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.

PROBLEM

How might we [your

problem statement]?

To run an smooth and productive session

Go for volume.

Encourage wild ideas.

If possible, be visual.

ტ 5 minutes

2

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!

Availability

Group ideas

♠ 20 minutes

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger

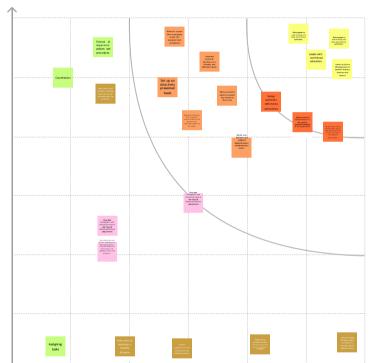
than six sticky notes, try and see if you and break it up into smaller sub-groups.

Good service

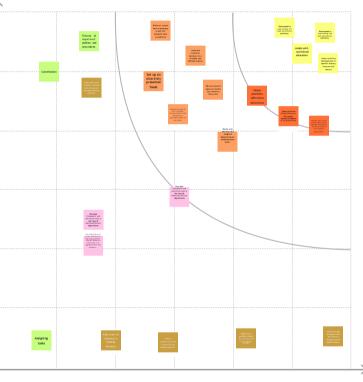
Action center



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



Share template feedback









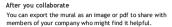












Quick add-ons

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 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 →

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. Open the template

Strengths, weaknesses, opportunities & threats

Share template feedback