

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 pre-work ahead.

B 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.

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

PROBLE M How might we [your problem statement]?



Brainstorm

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

10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Gladys Kirubhavathy

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



Facilities and resources in airport

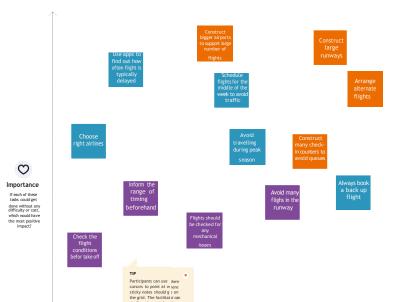
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as

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.

20 minutes













confirm the spot by using the laser pointer holding the H key on the keyboar d.









Share template feedback

See a finished version of this template to kidstart your work.

Share template feedback

After you collaborate

might find it helpful.

Quick add-ons

△ Share the mural

B Export the mural

Keep moving forward

You can export the mural as an image or pdf

to share with members of your company who

Share a view link to the mural with stakeholders to keep

Export the initial

Export a copy of the mural as a PNG or PDF to attach to

Define the components of a new idea or

Customer experience journey map Understand customer needs, motivations, and

Strengths, weaknesses, opportunities & threats

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

obstacles for an experience.

Open the template

emails, include in slides, or save in your drive.

Strategy blueprint

strategy. Open the template

them in the loop about the outcomes of the session.