

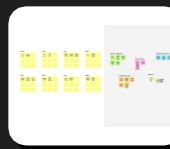


# Brainstorm & idea prioritization

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

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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.

🕒 10 minutes

- A** 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.
- C** Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

**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**

Lack of Centralised Inventory Hub

Stocktaking becomes very challenging when you have inventories in multiple locations.

**Key rules of brainstorming**

To run a smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

2

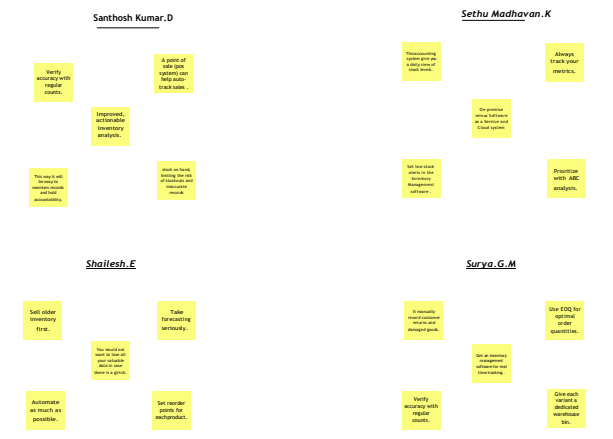
**Brainstorm**

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

🕒 10 minutes

**TIP**

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



3

**Group ideas**

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 can break it up into smaller sub-groups.

🕒 20 minutes

**TIP**

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

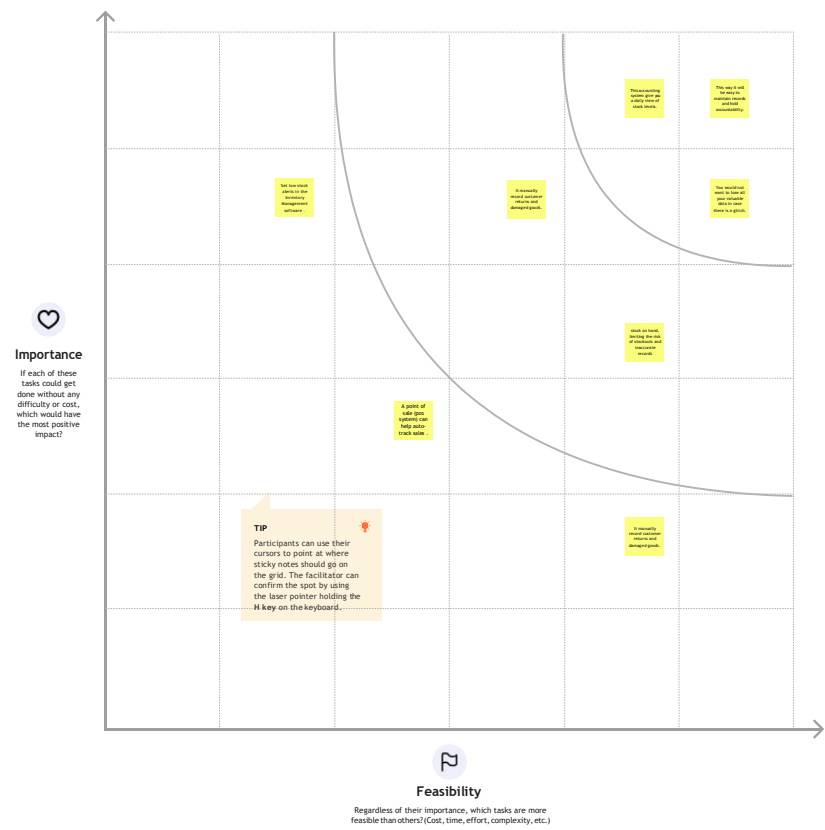


4

**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



➔

**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**
- A** 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 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

