

CUSTOMER CARE REGISTRY

BRAINSTORM & IDEA
PRIORITIZATION

TEAM MEMBERS

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BRAINSTORM & IDEA PRIORITIZATION

Template



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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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 the brainstorming session.

Learn how to use the facilitation tools
Join the Facilitation Super-session to run a happy and productive session.

[Open article](#)

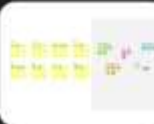
Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

How might we solve the issue given by the customer?

Key rules of brainstorming
To run an creative and productive session

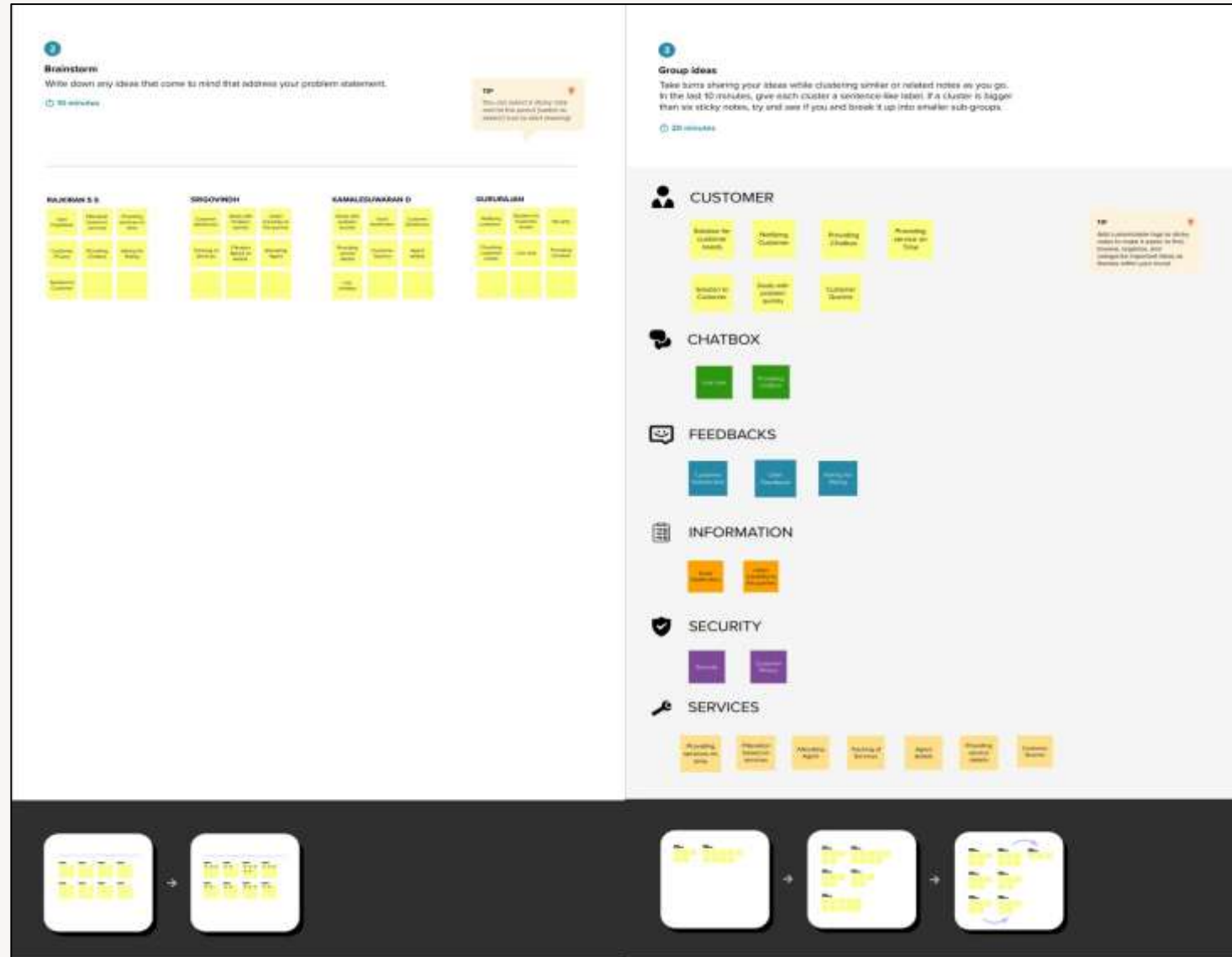
- Stay in focus
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual



Need some inspiration?
Here's a template overview of this workshop to refresh your mind!

[Open overview](#)

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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.

30 minutes

5

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

6

Show the mural
 Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

7

Export the mural
 Export a copy of the mural as a PNG or PDF to share its results, include it in slides, or add to your drive.

Keep moving forward

Strategy blueprint
 Outline 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](#)

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