

## 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 a 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

How might we [your  
problem statement]?



### Key rules of brainstorming

To run an 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!

[illegible]

## 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.

| FITNESS                 |                 |                   | FOOD KNOWLEDGE |            |        | CALORIES COUNTER |                   |                     | FOOD REMINDER    |                 |                     |
|-------------------------|-----------------|-------------------|----------------|------------|--------|------------------|-------------------|---------------------|------------------|-----------------|---------------------|
| STRETCHING<br>EXERCISES | HEALTHY<br>DIET | ENERGY            | VEGETABLES     | FRUITS     | GRAINS | HEALTHY<br>DIET  | NUTRITION<br>TIPS | DEFICIENCY          | NOOTIFY<br>FOODS | HEALTHY<br>DIET | HEALTHY<br>DIET     |
| EXERCISE                | VEGETABLES      | FRUITS            | GRAINS         | VEGETABLES | FRUITS | AGE<br>GROUPS    | REGULAR<br>DIET   | EXERCISE            | HEALTHY<br>DIET  | FOOD<br>TIMES   | REGULAR<br>DIET     |
| FOOD                    | HEALTHY<br>DIET | NUTRITION<br>TIPS | VEGETABLES     | GRAINS     | FRUITS | ACTIVITY         | SOCIETY           | CALORIES<br>COUNTER | HEALTHY<br>DIET  | EXERCISE        | CALORIES<br>COUNTER |



### Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?



## Feasibility

