



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
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.

5 minutes

PROBLEM
Farmers need to deal with many problems like cope with climate change, soil erosion and Biodiversity loss



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.



Brainstorm

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

10 minutes

Levin A

Frequent Climate monitoring
Conserve water in wetlands
Avoid using new pesticides
Use natural manure
Checking the humidity of plants often

Ramkumar B

Improve soil quality by using natural manure
Avoid walking in muddy land
Eradicate introduced weeds on your property

Pavish S

Relationship between erosion and biodiversity are reciprocal
Soil erosion has destroyed entire civilisations
Loss of newly planted crops
Deposits of silt in low lying areas

Pratheep S

Make shelter beds to save plants from harming
Keep crop residue
Mulching
Do farming near river area

Levin

Turn off irrigation system when rain is in the forecast
Do farming in seasonal manner
Smart greenhouses
Smart pest management



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

Soil erosion

Make shelter beds to save plants from harming
Soil erosion has destroyed entire civilisations

Climate

Frequent Climate monitoring
Do farming in seasonal manner
Turn off irrigation system when rain is in the forecast

Manure/Pesticides

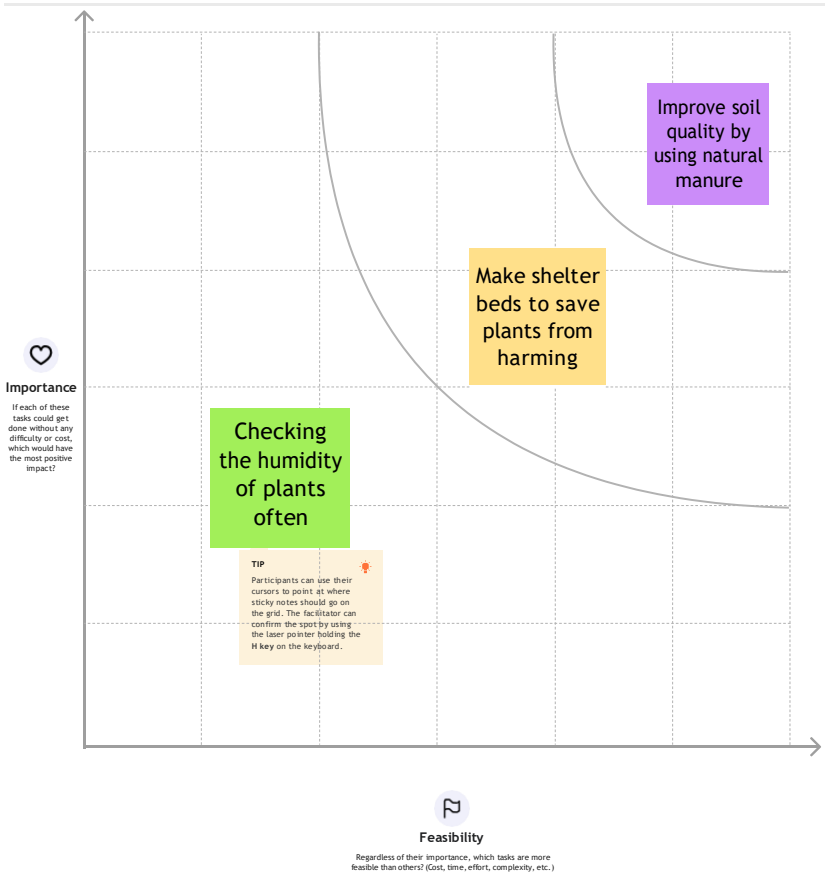
Improve soil quality by using natural manure
Smart pest management
Avoid using new pesticides
Eradicate introduced weeds on your property



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



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 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

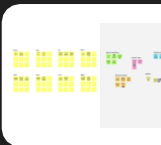


Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template



Share template feedback



Need some inspiration?

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

Open example

