

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

Refore 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 invite. Share relevant information or pre-work

Set the goal
Think about the problem you'll be focusing on

Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy 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 How might we [your problem statement1?

Key rules o brainstorming To run an smooth and productive Encourage wild Stav in topic. others. If possible, be visual. Go for volume.

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

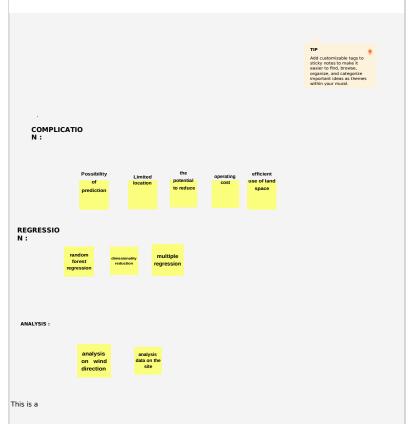
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

RAMKUMAR S SELVAKUMAR E

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 and break it up into smaller sub-groups.

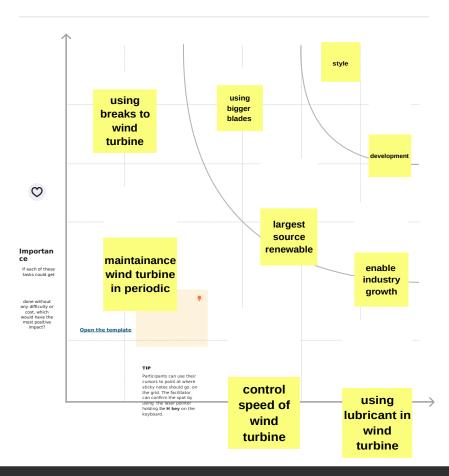
① 20 minutes



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



Atter 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

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

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 &

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

Share template feedback

















