

# **Brainstorm** & idea prioritization

Use this template in your own brainstorming sessions so your teamcan unleash their imagination and start shaping concepts even if you'renot sitting in the same room.

■ 10 minutes to prepare

> 1 hour to collaborate 2-8 people recommended

## Before you collaborate

Alittle bit of preparation goes a long waywith this session. Here's what you need to do to get gaing.

① 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 →

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#### Define your problem statement

as a How Might We statement. This will be the focus of your brainstorm

5 minutes

How might we [your problem statement]?

Key rules of brainstorming To run an smooth and productive session Encourage wild ideas. Listen to others.

Go for volume.

Write down any ideas that come to mind

that address your problem statement.

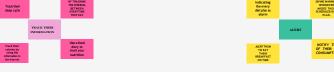
10 minutes

What problem are you trying to solve? Frame your problem

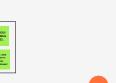
If possible, be visual.

### 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.





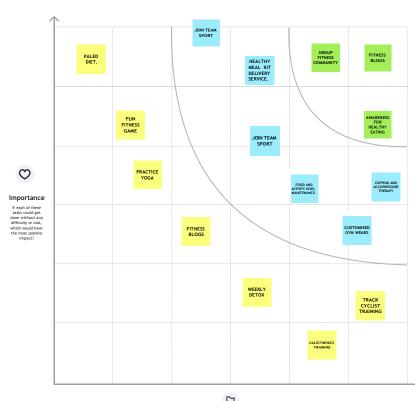






Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

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 toemails, include in slides, or save in your drive.





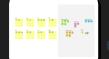


and threats (SWOT) to develop a plan. Open the template →

Share template feedback

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.



Share template feedback

Need some inspiration? See a finished version of this template to kickstart your work.





















