


# Ideation Phase


## Brainstorm & Idea Prioritization

### Step-1: Team Gathering, Collaboration and Select the Problem Statement



**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 an 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.

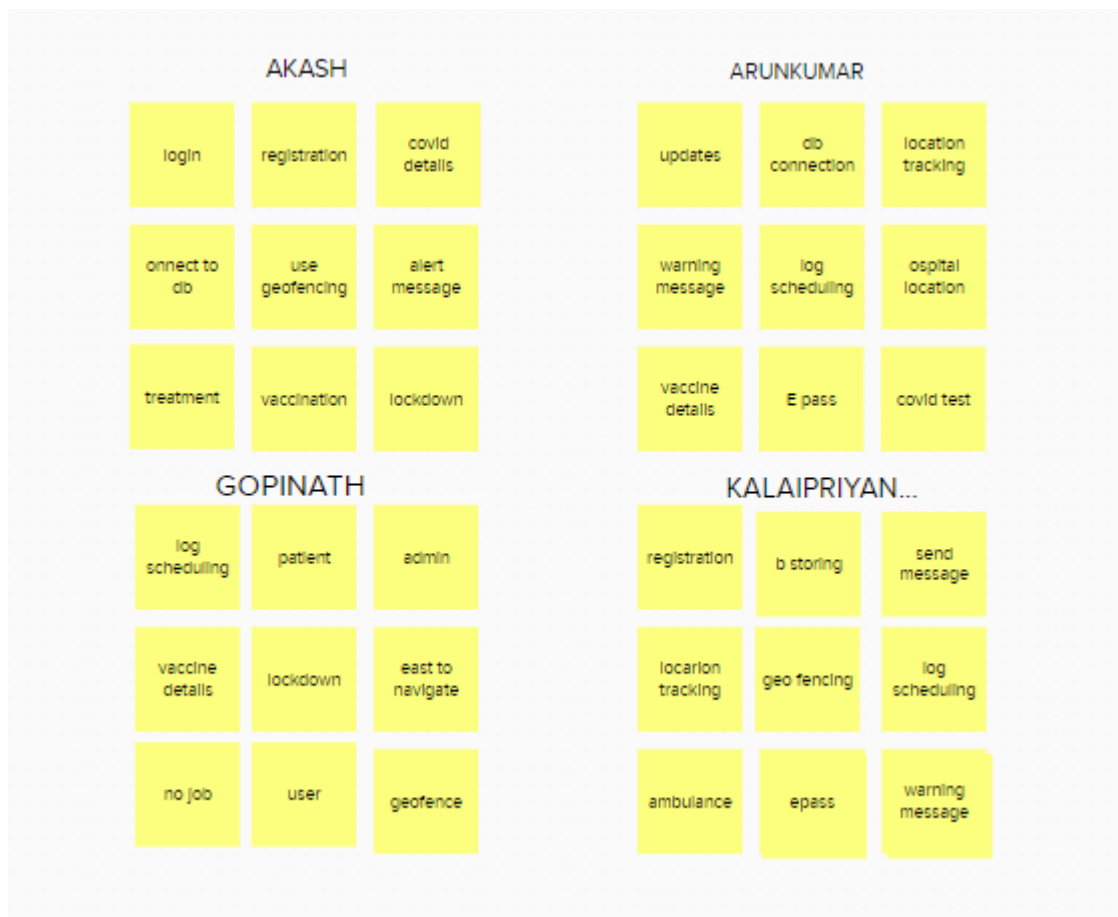
 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

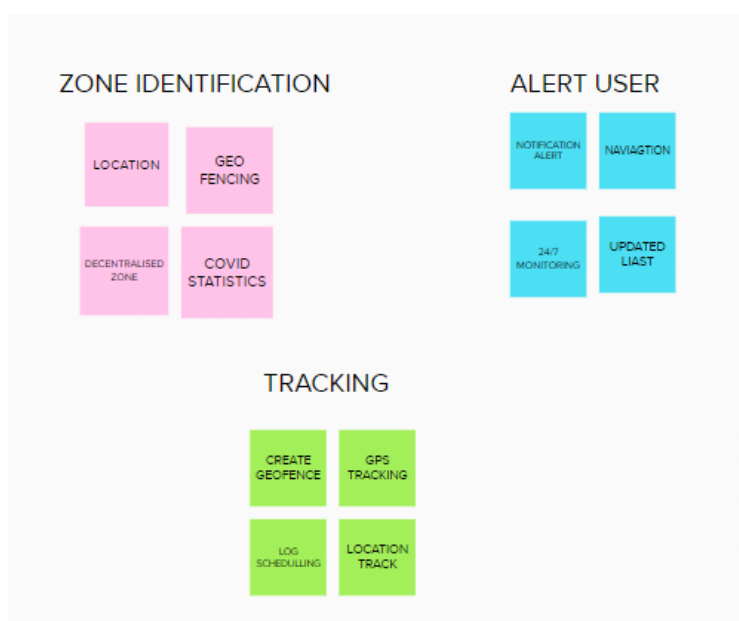
### Step-2: Brainstorm, Idea Listing and Grouping



### STEP 3: GROUP IDEAS

#### 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.



## Step-4: Idea Prioritization

### 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.

