

Template

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

Share template feedback

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 a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

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!

S.Hari Kesavarthini Nachiyar

E.Anbuselvi

S.Gokila

N.Kannika

make it easy to contact you

empower your customers

work toward personalization

cultivate customer centricity

track customer requests everywhere

empower your employees

use negative experiences to turn things around

understand what your customer wantbe

be more human

deliver the Solution

create additional context

understand how you are performing

Never stop learning

asses the situation

listen to the customer and show genuine empathy

reach out using social media

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 and break it up into smaller sub-groups.

20 minutes

Deliver the solution

Never stop learning

Make it easy to contact you

Empower your employees

Create additional context

Understand what your customers want

Track customer requests everywhere

Work toward personalization

Cultivate customer centricity

Be more human

Use negative experiences to turn things around

Reach out using social media

Empower your customers

Assess the situation

Listen to the customer and show genuine empathy

Understand how you are performing

4

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

Importance

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

Feasibility

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

understand how are performing

assess the situation

use navigation experience to turn things around

Make it easy to contact you

Use negative experiences to turn things around

empower your customer

Understand what your customers want

work toward Personalization

Bemore human

make it easy to contact you

create additional context

Track customer requests everywhere

Reach out using social media

listen to the customer and show genuine empathy

Listen to the customer and show genuine empathy

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

A

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

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 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

1

2

3

4