

## **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

2 10 minutes to prepare

1 hour to collaborate 2-8 people recommended

not sitting in the same room.

## 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

problem as a How Might We statement. This will be the

5 minutes

focus of your brainstorm.

PROBLEM There are several major health problems in society today and Obesity is one of the main issues. It has increased for nearly three times as much as compared to the year 1975. In 2021, 38.9% of the adults who are aged 18 years old and above were overweight, and 13% of them were obese (WHO, 2018). It is associated with diseases like cardiovascular, hypertension etc

Key rules of brainstorming To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Listen to others.

Go for volume. If possible, be visual.

Brainstorm

What problem are you trying to solve? Frame your

Write down any ideas that come to mind

that address your problem statement.

10 minutes

You can select a sticky note

and hit the pencil [switch to

sketch] icon to start drawing!

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.

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Group 1

Prioritize

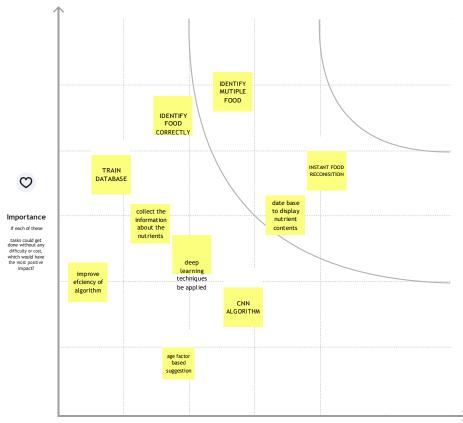
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

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Importance

If each of these



P

Feasibility Regardless of their importance, which tasks are more











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