

# 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](#)



## Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →



## 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

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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



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## 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 keep track of our daily expenses and analyze the overall expenditure?



### 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.

## Brainstorm

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

 10 minutes

### BOWIYA S

- MAP OUT  
YOUR CASH  
FLOW

MAKE ROOM  
FOR SAVINGS
- KEEPING YOU  
FROM OVER  
SPENDING

MONEY  
TOWARDS  
FINANCIAL  
GOAL

### JAYANTHIKA J

- HELPS YOU  
SAVE AND  
GROW  
WEALTH

CONTROL  
YOUR  
SPENDING
- AWARENESS  
OF YOUR  
SPENDING  
HABIT

HELPS TO  
COMMIT  
YOUR  
BUDGET

### BLESSING J

- ALLOW YOU  
TO PLAN  
AHEAD

HELPS TO  
PROVIDE  
BALANCED  
CASH FLOW
- PROVIDES  
USER A  
SIMPLE WAY  
TO TRACK  
EXPENSE

ACT AS  
FINANCIAL  
CONSULTANT

### SHANMUGANATHAN L

- HELPS TO  
ALLOCATE  
MONEY  
EASILY

PROMOTE  
BETTER  
FINANCIAL  
HABITS
- TRACKS ON A  
DAY-TO-DAY  
BASIS

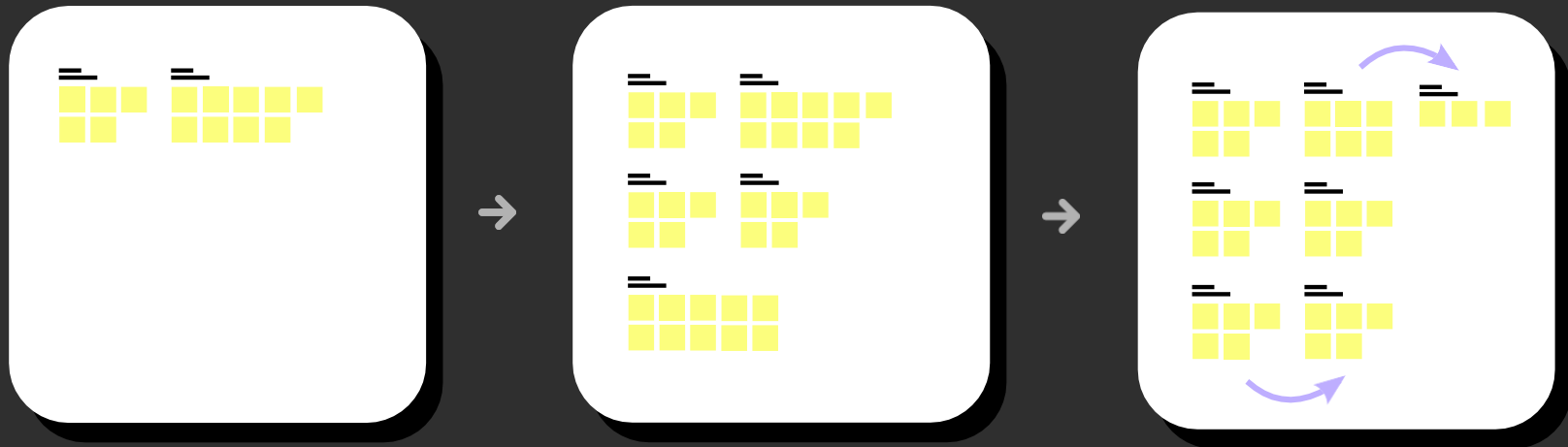
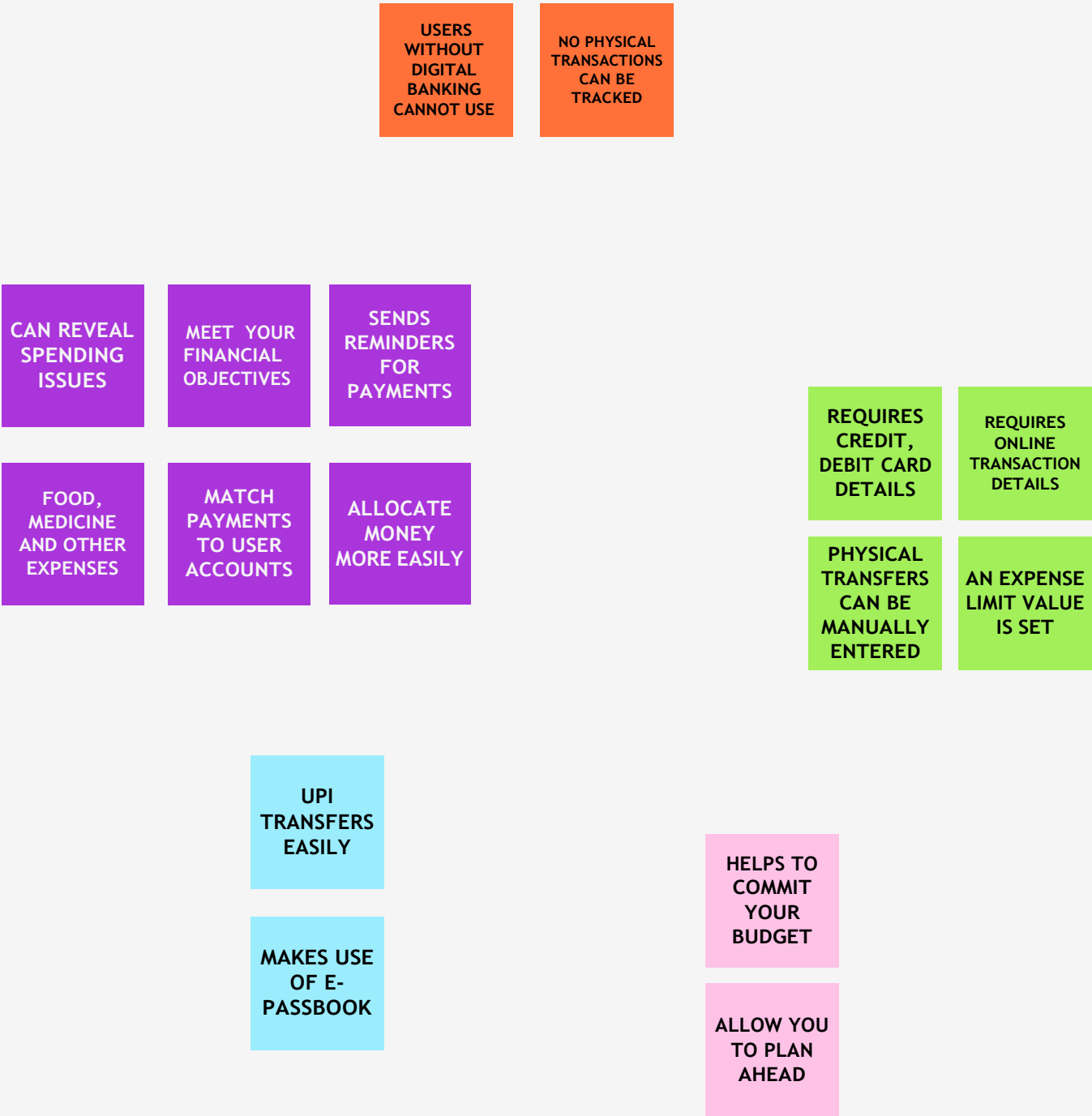
HELPS YOU TO  
KEEPING YOU  
ON THAT  
BUDGET



## 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 can break it up into smaller sub-groups.

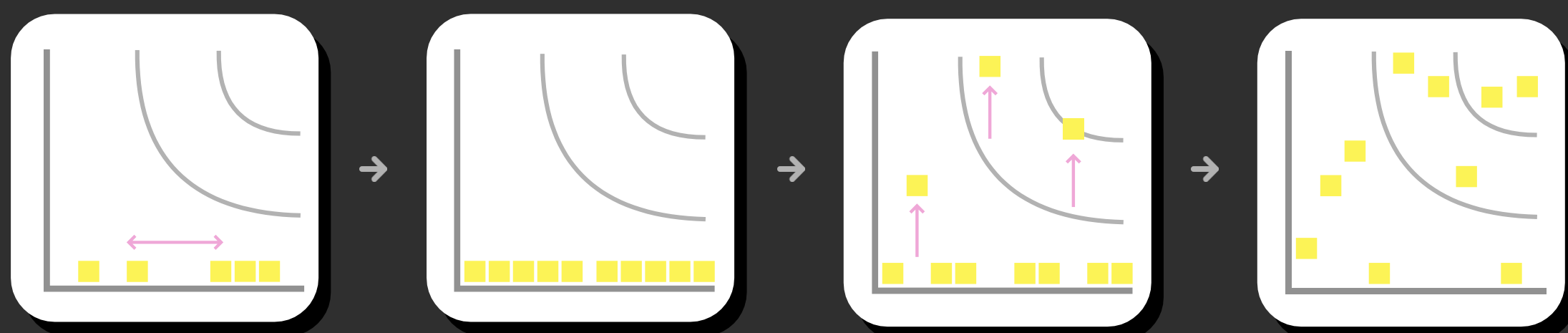
🕒 20 minutes



## 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





## 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.

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### 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 to emails, include in slides, or save in your drive.

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### 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](#)