Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imaginations and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to complete
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

Time gathering
Share this template/activity with the people you want to invite. Share relevant information or pre-read ideas.

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 templates in your team workspace. Keyboard shortcuts, tips, and productivity explore.

Open activity

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 minimize the amount of weights used in a neural network?

Key rules of brainstorming

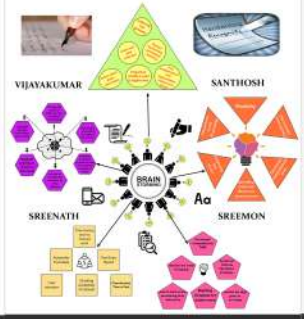
To run an smooth and productive session

Stay on topic.
Encourage wild ideas.
Defer judgment.
Listen to others.
One at a time.
Go for volume.
If idea parking is used, ensure ideas are addressed.

Brainstorm

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

20 minutes



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 descriptive title. If a cluster is bigger than the sticky notes, try and see if you and break it up into smaller 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.

Quick actions

Share the mural
Share a selected section or set. Hand-select to keep focus on the ideas that are relevant to the session.

Export the mural
Export a copy of the mural as a PNG or PDF to share in emails, include in slides, or save in your drive.

Keep moving forward

Develop blueprint
Define the components of a new idea or strategy.
Open the blueprint template

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template

Design thinking workshop, sprint kickoff, or design studio
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template

Share template feedback