# 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.

## 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.

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

## 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

The sensor initially senses the smoke and sends an alert to the fire fighting the technology that we designed.

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.

minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

| HARIKARAN S | HARIHARAN R | KARUPPANNAN R M | INDRAJITH CH |
|---|---|---|---|
| [illegible] | [illegible] | [illegible] | [illegible] |

## 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

TIP

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

The reporting should be made on time

The fire should be sensed on time

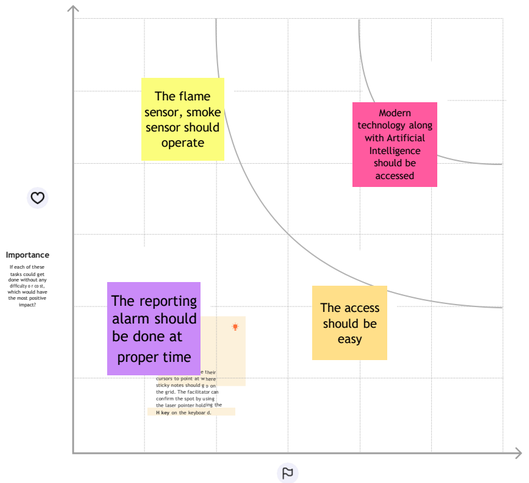
The fire control should be proper at all the time

The IOT components should accomodate the step by step process without any kind of delay

## 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 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.

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Share template feedback