

Brainstorm & idea prioritization

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

Use this template in your own

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 Learn how to use the facilitation tools

productive session.

Use the Facilitation Superpowers to run a happy and

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

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.

Define your problem statement

Brainstorm

Write down any ideas that come to mind

that address your problem statement.

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

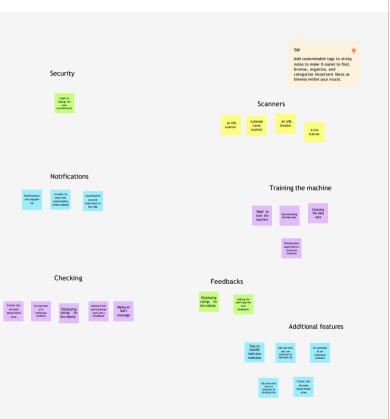
Parthasarathi M

Anil varma R

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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. ① 20 minutes



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.

① 20 minutes



to share with members of your company who might find it helpful.

After vou collaborate

You can export the mural as an image or pdf

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.

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

feasible than others? (Cost, time, effort, complexity, etc.

Share template feedback

Need some inspiration?

