



Brainstorm & ideaprioritization

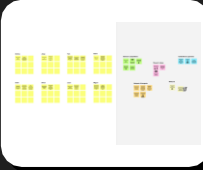
Use this template in your ownbrainstormingsessionssoyourteamcan unleash their imagination andstart shapingconceptsevenifyou'renotsittinginthesameroom.

10minutestoprepare
1hourto collaborate

2-8people recommended



Sharetemplatefeedback



Need someinspiration?
See a finished



Beforeyoucollaborate

A littlebitofpreparationgoesalongwaywith this session. Here's what you needtodotogetgoing.

10minutes

A Teamgathering

Definewhoshouldparticipateinthesessionandsendaninvite. Sharerelevantinformationorpre-workahead.

B Setthegoal

Thinkabouttheproblemyou'llbefocusingonsolvinginthebrainstormingsession.

C Learnhowtousethefacilitationtools

Use theFacilitationSuperpowerstorunahappyandproductivesession.

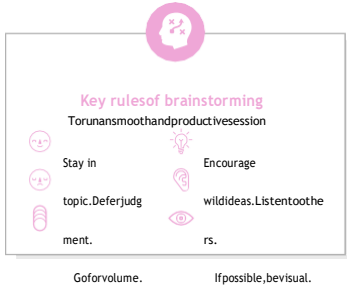
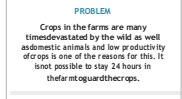
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Defineyourproblemstatement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5minutes



Brainstorm

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

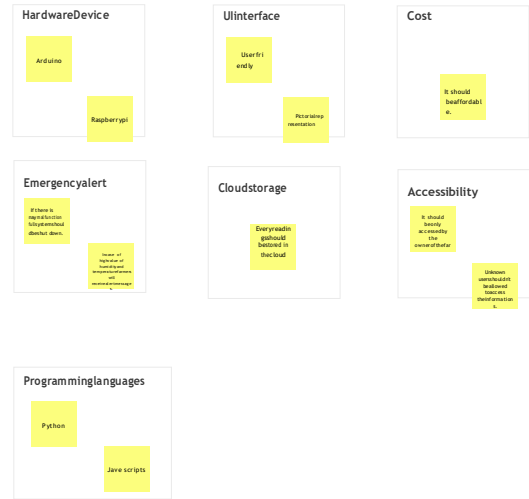
10minutes



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.

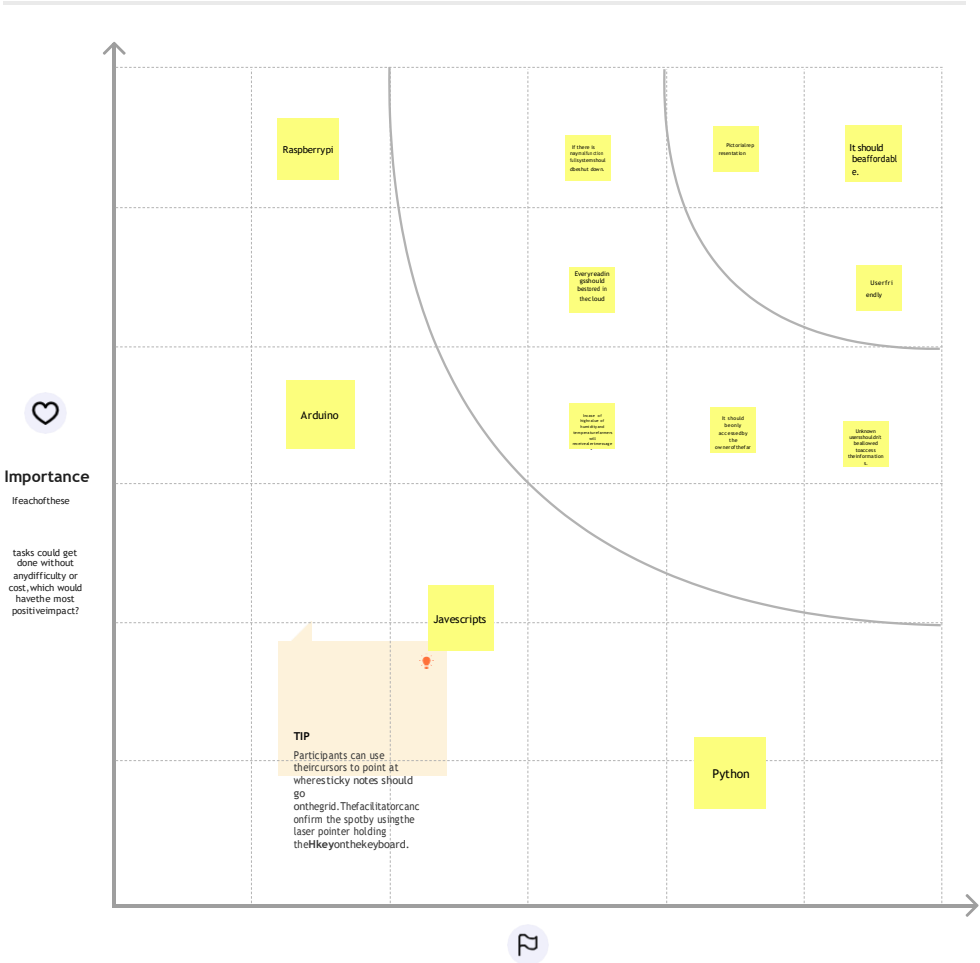
20minutes



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.

20minutes



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



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 to 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

Feasibility

Report based on the importance, which task was more feasible, how much cost, time, effort, complexity, etc.

