

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

session. Here's what you need to do to get going. ① 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

the brainstorming session.

productive session.

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Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and

Before you collaborate

A little bit of preparation goes a long way with this

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

① 5 minutes

It is important to fix this problem because since everything in our day to day life is becoming/being converted to digital from a physical/analog entity.

It is necessary to access information from anywhere. It reduces the hassles of getting knowledge and information that has happened before and will promote everyone to know better about the current events and will motivate everyone to gain profound knowledge in their interests.

> Key rules of brainstorming To run an smooth and productive session Encourage wild ideas.

Define your problem statement

Problem Statement

Rishabh k

Brainstorm

① 10 minutes

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

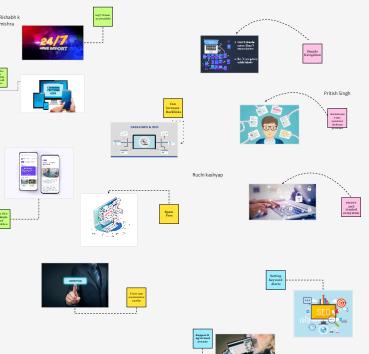
You can select a sticky note

and hit the pencil [switch to

sketch] icon to start drawing!

3 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.

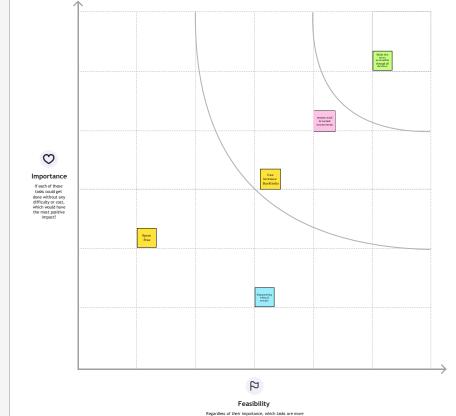


4

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



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

B Export the mural

Quick add-ons

After vou collaborate

Keep moving forward

Strategy blueprint Define the components of a new idea or strategy.

You can export the mural as an image or pdf to share with

members of your company who might find it helpful.

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 a copy of the mural as a PNG or PDF to attach to

Open the template →

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

Open the template →

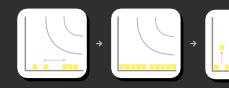
Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. Open the template →

Share template feedback

Share template feedback

Need some inspiration? See a finished version of this template to kickstart your work.





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

