

Brainstorm

**TIP**

You can select a sticky note and hit the pencil [switch to

sketch] icon to start drawing!

& 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

## 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**

1. **Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

1. **Set the goal**

Think about the problem you'll be focusing on solving in

the brainstorming session.

1. **Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and

productive session.

[**Open article**](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

**1**

## 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**

A corporate company should analyze the attrition of an employee who is working for their company.

### Key rules of brainstorming

To run an smooth and productive session

**2**

## Brainstorm

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

**10 minutes**

**MAHASRI M SARAVANA**

Type of work

Quality of work

Work Type

Stress of work

Working type

Work growth rate

Employee work position

Transfer of

employee

Quality of

employee

Work duration

Work done

Skills between work

Work quality

**3**

## 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.

**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.

**EMPLOYEE PARAMETERS WORK PARAMETERS**

Skills between work

# 

Types of worker

Quality of work

Quality of work

Work Type

Work Growth

Work

Growth Rate

**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.

**20 minutes**

Technology for work

## 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

1. **Share the mural**

**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

1. **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**](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

Stay in topic.

Quality of

work

Working type

WORK Growth

Defer judgment.

Encourage wild ideas.

Listen to others.

### Importance

If each of these

Employee work position

Stress of work

Health of workers

Skills between work

Understand customer needs, motivations, and obstacles for an experience.

[**Open the template**](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

Employee type

Type of worker

Health of workers

Go for volume. If possible, be visual.

**JANARTHANABABU D BAVISH**

Worker wages

Area type

Work Growth Rate

Working area

tasks could get done without any difficulty or cost,

Employee age

which would have the most positive impact?

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Employee work position

[**Open the template**](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)

Employee age

**ENVIRONMENTAL SETUP OTHERS**

Working type

Working area

Employee age

Stress of works

Technologyfor work

Health of workers

Employee

type

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

Worker age

# 

Worker wages

Technology

for work

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

### Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

**Template**

#### Need some inspiration?

See a finished version of this template to kickstart your work.

[**Open example**](https://app.mural.co/template/e5a93b7b-49f2-48c9-afd7-a635d860eba6/93f1b98d-b2d2-4695-8e85-7e9c0d2fd9b9)