Brainstorm & ideaprioritization

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 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.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

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.

> PROBLEM
> A variety of medical problems can affect your appetite. Your illness, medicines or surgery can cause these problems. Many people become cause these problems. Many people become frustrated when they know they need to eat to get well but they aren't hungry, or when they gain weight because they are fatigued and unable to exercise. Each of the following sections describes a nutritional problem and suggests possible solutions

To run an smooth and productive session Stay in topic. Encourage wild ideas. Defer judgment. Listen to others. Go for volume.

① 10 minutes

Brainstorm

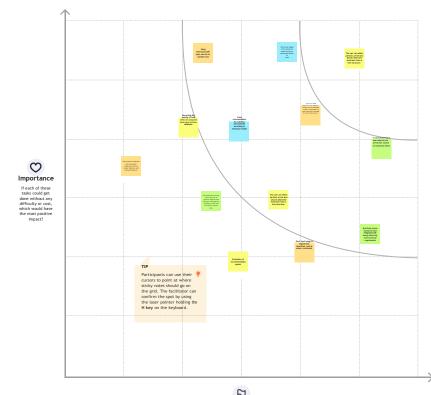
Write down any ideas that come to mind that address your problem statement.

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.



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



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

Keep moving forward

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











