



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
- 2-3 people recommended

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4

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

2

Set the goal
Think about the problem you'd like focusing on solving in the brainstorming session.

3

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

[Open article](#)

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

How might we [your problem statement]?

2

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.

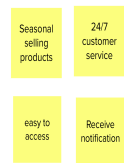
2

Brainstorm

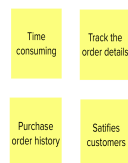
Write down any ideas that come to mind that address your problem statement.

10 minutes

Janapreethi



Aruna Ramalakshmi



Janapriya



Saru Iatha



3

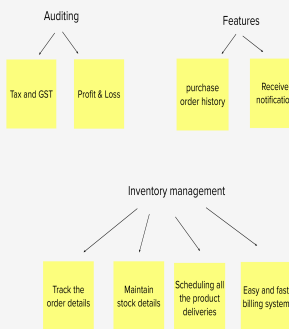
Group ideas

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 can break it up into smaller sub-groups.

10 minutes

TIP

With so much knowledge to share, notes can make a mess. To fix it, remove duplicates and organize important ideas as broader master group notes.



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

TIP

Participants can use their markers to point at where ideas are placed or use the pen tool to draw around them. The facilitator can confirm the grid by using the zoom feature. Hide the keypad on the keyboard.



Importance
Based on ideas, teams could get ideas without any difficulty or cost, which could have the most positive impact.

Feasibility

Regardless of their importance, which ideas are more feasible for short-term, long-term, etc.

5

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

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

2

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

1

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

[Open the template](#)

2

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

[Open the template](#)

3

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

[Open the template](#)

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