

Brainstorm & idea prioritization

not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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→ **Before you collaborate**
A little bit of preparation session. Here's what you

🕒 10 minutes

A 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 the brainstorming session.

 Learn how to use the facilitation tools

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

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1 Define your problem statement

To predict the future prices of crude oil using LSTM model

5 minutes

PROBLEM

How might we tackle the problem of predicting the price of crude oil?

Key rules of brainstorming

To run a 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

TIP You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

[illegible]

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 can break it up into smaller sub-groups.

 20 minutes

Technical Aspect

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Social Cues

Availability of oil


Alternative Fuel


People 's Emotions

Black Swan Events

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

 **Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

→

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

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

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

Strengths, weaknesses, opportunities & threats

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

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