### Before you collaborate

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

# 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

A little bit of preparation goes a long way with this

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

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

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

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 How might we [your

Key rules of brainstorming

To run an smooth and productive session

Encourage wild ideas.

If possible, be visual.

Listen to others.

Stay in topic.

Defer judgment.

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## Define your problem statement

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

Brainstorm

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

get local news from your community

stay updated across all your devices

Disadvantages

fake news may mislead the readers

no catagories for old new

to reduce the mb size

## 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.

Advantages

headlines

top news

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

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

Your team should all be on the same page about what's important moving

which are feasible. 20 minutes

forward. Place your ideas on this grid to determine which ideas are important and

## Feasibility

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

## After vou 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

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

B 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

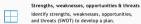
strategy.

Open the template

Customer experience journey map

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

Open the template



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