

## 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

[Share template feedback](#)

### 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

- A 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 the brainstorming session.

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

[Open article](#)

### 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]?

#### 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.

### Brainstorm

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

10 minutes

<b>T.B.SUDH AGAR</b>	<b>V.DEVENHIRAN</b>	<b>S.RAVI</b>	<b>R.SATHISH</b>
justice news	press release or broadcast	some app showing premium advertisement	news
educational news	press conference	response of advertisement	news
health news	interview	data and statistics news	news
share making news	legislature news	only brief bits of news	news
collection of news	program of news from press	dr patches	news
crime news	court news	itp site is target	news
budgets news	official reports	paper layout is readability	news in 60 seconds
sports news	conference news	interface is not good enough	reduce the app size
cinema news	similar symposia news	some categories of news are missing	live news

#### TIP

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

### 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

Advantages

get local news from your community

stay updated across all your devices

top news headlines

Disadvantages

fake news may mislead the readers

to reduce the mb size

no catagories for old new

### 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

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

Categories

POLITICS	OPINION
ENTERTAINMENT	HEALTH
TRAVEL	WORLD
US	SPORTS
SCIENCE	TECH
LIFESTYLE	VIDEO

WORLD NEWS

NEWS | SPORT | BUSINESS | ON

FAKE!

NEWS MOST VIEWED

BREAKING NEWS

World map showing various regions and events.

Stack of newspapers.

### 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

- 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](#)

#### Strengths, weaknesses, opportunities & threats

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

[Open the template](#)

[Share template feedback](#)

