# 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.

(L) 10 minutes to prepare 1 hour to collaborate

2-8 people recommended

♠ 10 minutes Team gathering

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

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.

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. 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

Defer judgment.

### Encourage wild ideas.

## Listen to others.

### 

## Brainstorm

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

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 and break it up into smaller sub-groups.

→ 20 minutes

CUSTOMER



### CHATBOX



FEEDBACKS







### INFORMATION



SECURITY



SERVICES



Prioritize

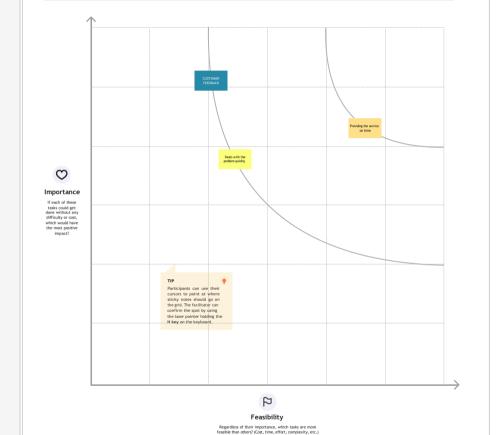
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

→ 20 minutes

Add customizable tags to sticky notes to make it easier to find,

categorize important ideas as themes within your mural.

browse, organize, and



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.

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

Share template feedback



























