

## 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

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**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#)




## 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 minute

- A Team gathering**  
Define who should participate in the session and send a 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](#) 

## 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 minute



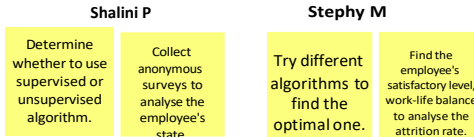
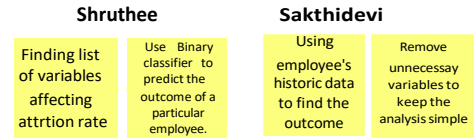
## 2

## Brainstorm

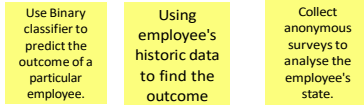
Write down any ideas that come to mind that address your problem statement

 10 minutes

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



### Top 3 Ideas



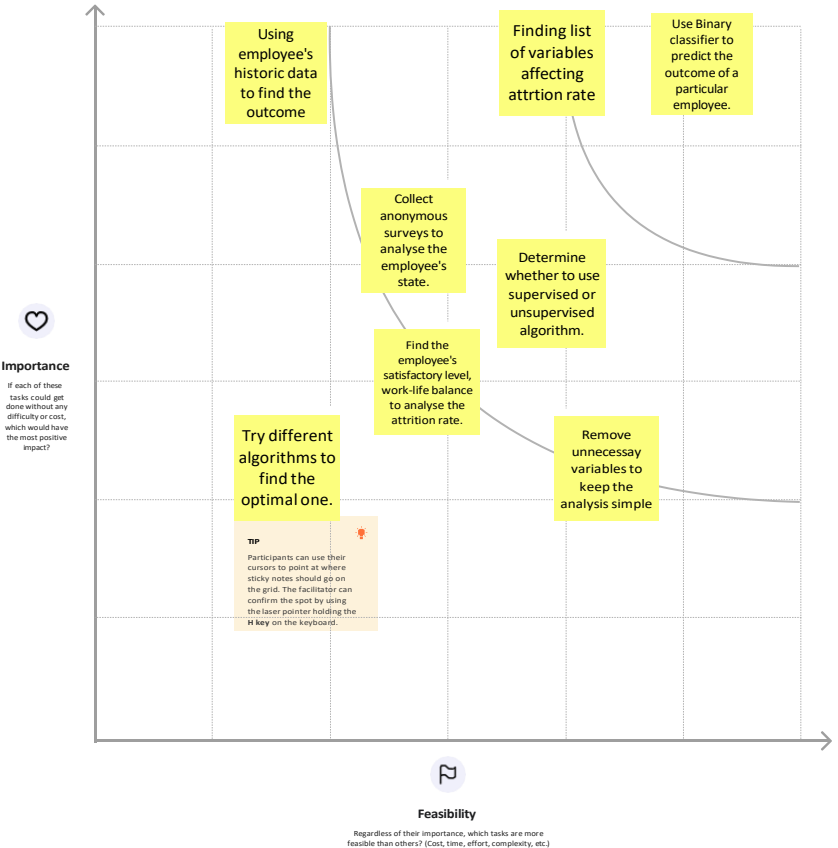
3

### Group idea

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

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






### 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](#) →

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