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.

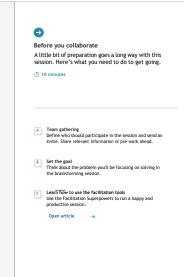
10 minutes to prepare

1 hour to collaborate

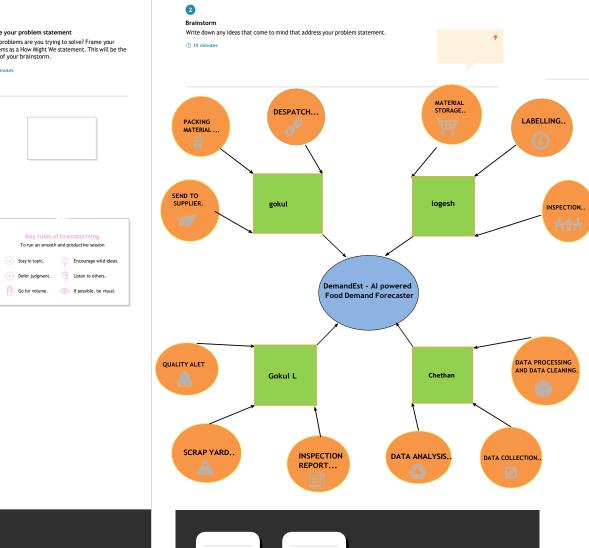
2-8 people recommended

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Define your problem statement What problems are you trying to solve? Frame your problems as a How Might We statement. This will be the focus of your brainstorm. ① 5 minutes Key rules of brainstorming To run an smooth and productive session Stay in topic. Encourage wild ideas. Defer judgment. Listen to others.



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.











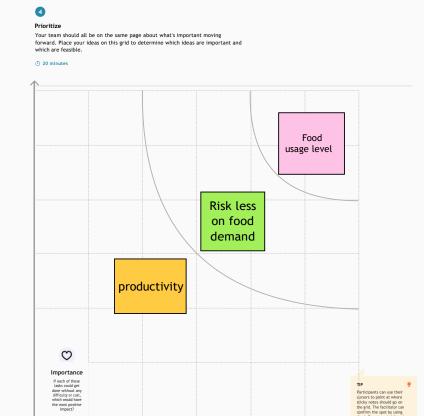




PROCESSING.











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

Open the template ->

Customer experience journey map Understand customer needs, motivations, and Open the template ->

obstacles for an experience.

Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. Open the template →

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