



## 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
- 3-8 people recommended

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### 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

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### Next gathering

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

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### Set the goal

Have shared the problem you're focusing on solving in the brainstorming session.

1

### Ready to use the facilitation tools

Use the facilitation Submissions to host a happy and productive session.

10 minutes

2

### 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.

- 10 minutes

How might we...  
What's the problem?  
What's the goal?  
What's the impact?

3

### Key rules of brainstorming

To run an efficient and productive session

- Stay in focus
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- It's better to be wrong

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### Brainstorm

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

- 10 minutes

10 minutes  
You can capture a sticky note and use the same template to capture more ideas.

Problem Statement	What?	Why?	How?
Problem 1	Problem 2	Problem 3	Problem 4

4

### Group ideas

Take turns sharing your ideas while clustering similar or related notes on your grid. 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.

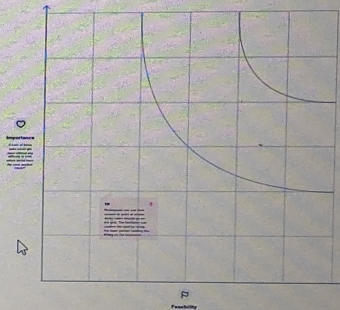
- 10 minutes

5

### 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.

- 10 minutes



6

### After you collaborate

You can export the ideas as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

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### Share the story

Share a story link in the room with participants to keep track of the story about the outcomes of the session.

1

### Export the story

Export a copy of the story as a PDF or HTML to share with members of your company or share it with your team.

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