

## Brainstorm & idea prioritization

Many great ideas only exist in people's minds. By making ideas tangible with a concept poster, they become shareable with others, allowing the idea to be presented, understood, critiqued, refined, and ultimately, embraced.

- 10 minutes to prepare
- 1 hour to collaborate
- 4 neon

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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.

① 10 minutes

- A Choose a core idea
- This activity is best if you're formalizing an idea that people have been talking about casually already.
- **Invite collaborators**

This session is best if each participant agrees on the overall idea, but isn't fully aligned on the specifics. If you plan to include more than four people, create multiple murals and divide the group into smaller teams.

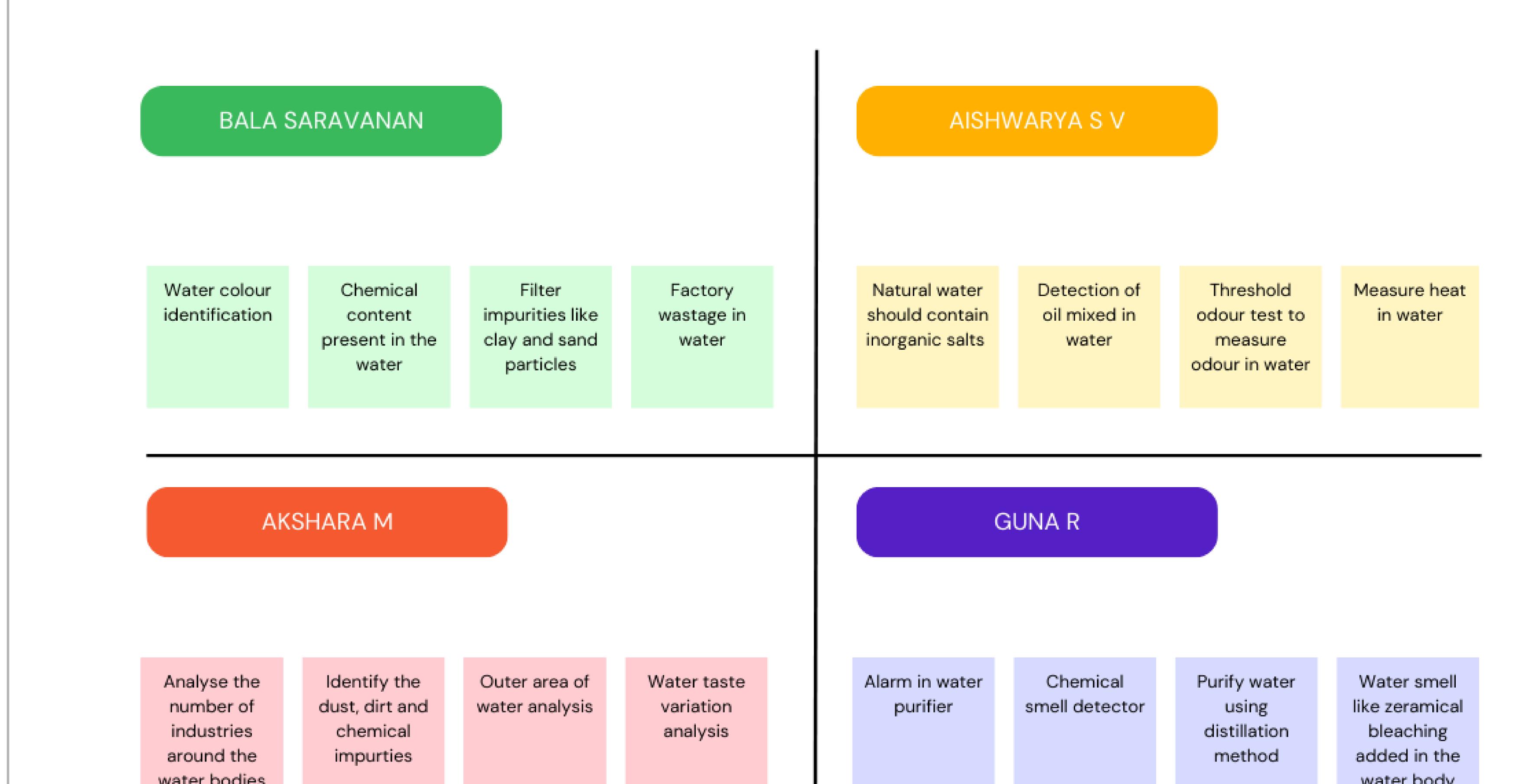


Write top-of-mind thoughts about the idea

As a group, quickly review the structure of the concept poster shown in Step 2. Then, working silently and individually, write initial thoughts to include in the concept poster.

① 15 minutes

[ Simple description of the core concept ]





Align on a direction

Working as a group, share thoughts and make quick decisions about what should go in each part of the concept poster. Start with the first row of sticky notes, then illustrate how it might work, complete the bottom section, then give the concept a name.

**①** 40 minutes



