

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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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

-  **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
 -  **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
 -  **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 minutes

Industry-specific intelligent fire management system

Fire management systems are only effective if they can generate reliable and fast fire alerts with exact location of fire. There is a direct correlation between the amount of damage caused by fire and intervention time in various fire alarm systems. As the time of intervention decreases, the damage also decreases. Hence the most important factor in a fire management system is the reaction or response time of fire management system, that is, the time between fire detection and extinguishing.



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!



3

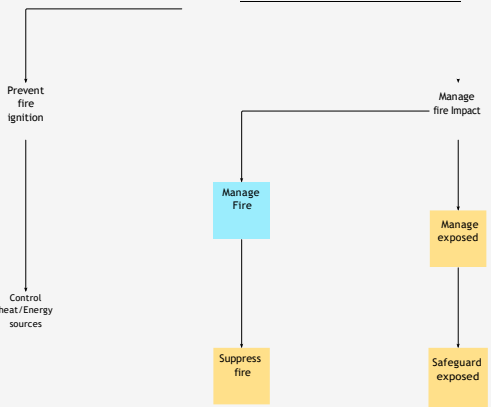
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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 as themes within your mural.



4

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

TIP Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.




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 →

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