

Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

 **15 minutes** to prepare

 **30-60 minutes** to collaborate

 **3-8 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.

 **15 minutes**

A

Choose your best "How Might We" Questions

Create 5 HMW statements before the activity to propose them to the team.

B

Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

C

Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

[Open the website](#) →

1

Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

 10 minutes

QUESTION

How might we create a way
to get accurate budget
outlook

QUESTION

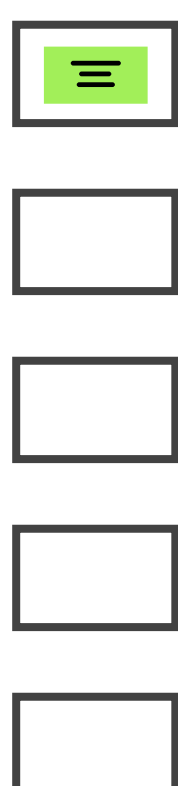
How might we help a
student to reduce his
unnecessary expenses

QUESTION

How might we remind
them of their usual
expenses

QUESTION

How might we help a
money lender to track the
details of money he lent



Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

Zainab Nusaiba

1. categorising all the expenses	1. Displaying in different chart forms	
2. Creating a tips section(articles)	2. Allocating some money to be untouched to help them save those	
3. reminder through mail & messages for their monthly due dates	3. setting a specific target on how much to spend on it	3. Creating Calendar tab to check the dues and upcoming events
4. money lent tab displaying.....how much, for what, to whom, interest if any, date of giving and expected return	4. Money lent and borrowed details with alerts	

Neeraja Y

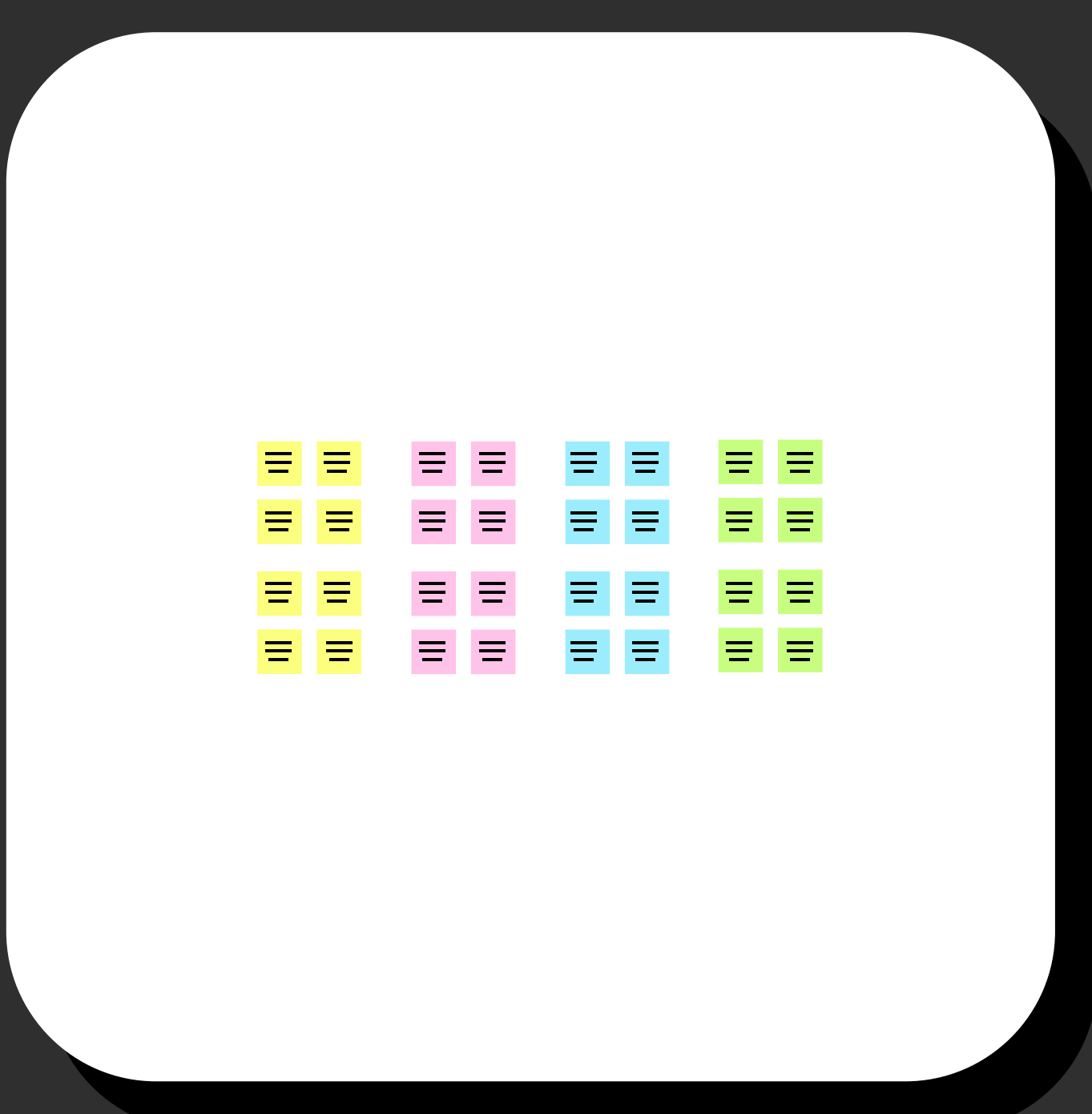
1. Arranges and stores recepits	1. Visuals and graphs	1. Insights and analytics
2. Creation of budget	2. Giving alerts when budget is crossed	2. Information about discounts
3. Setting remainder	3. Recurring bills	3. Keep up with Upcoming transactions
4. Calculate the interest	4. Give remainder of deadline date	4.Stores all details of borrowers

Harshitha Sudhakar

1. Obtaining the neccessary budget requisite	fill data in dese based on HMW qyestions	1.absolute analysis of the data.
2.obtaining the budget limit priorly	2.providing some coupons if spent according the spending limit	
3. providing notifications	3.automatic deduction or default pay list notification	
4.getting to know how much to be paid in the month and keeping track on each borrowers status	4.allow the borrower to calculate how to be paid in the month and fixing the targetduration of pay	within target duration any amount more than the monthly limit can also be paid bt the borrowed amount should be paid before the tenure.

Yuktha Sri

1.Create short term and long term plans using tools and budgets.	1.Visually represented graps and charts	
2.Create necessary and unnecessary expenses list in prior.	2. Availing some discounts often	2. Proper information on spending money usefully
3. Notifying using periodic sms	3. Reminding their monthly paybills	
4. Fix and calculate the interest amount and keep track of it	4. maintain a spreadsheet on how much money lent, interest and dates and tenure.	4.Also by notifying themselves in periodic intervals



Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

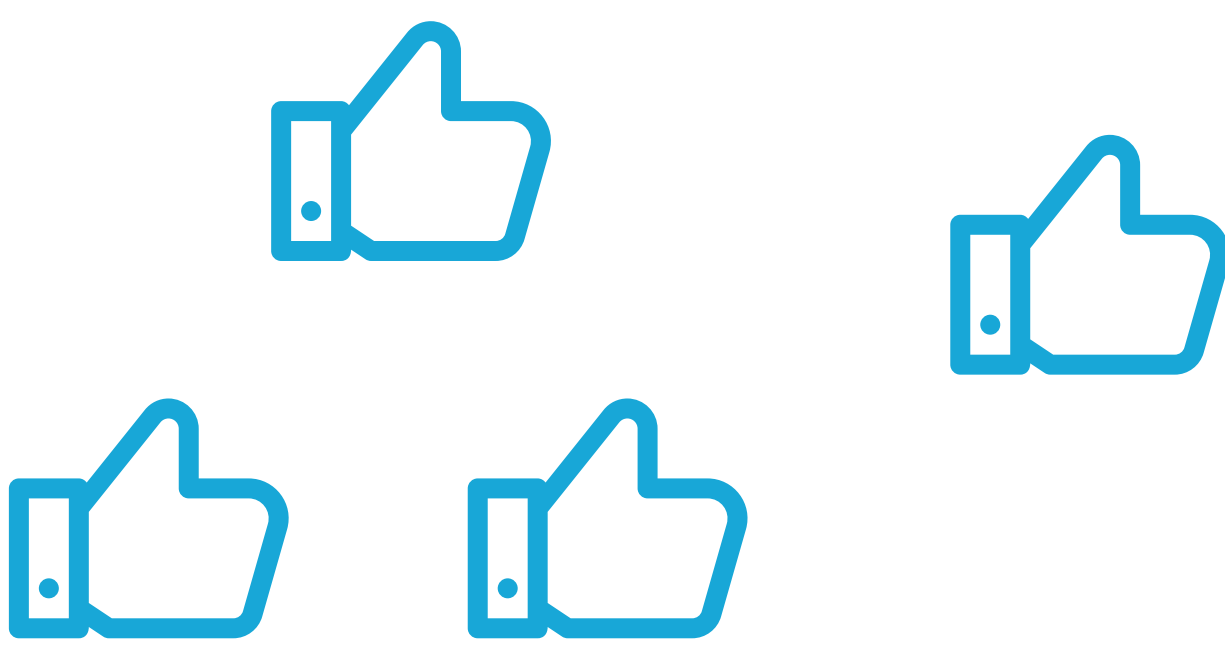
🕒 15 minutes

TIP



You can use the **Voting session** tool above to focus on the strongest ideas.

Budgeting:



1. categorising all the expenses

2. Giving alerts when budget is crossed

3. Creating Calendar tab to check the dues and upcoming events

2.obtaining the budget limit priorly

3. providing notifications

3. Setting remainder

3. reminder through mail & messages for their monthly due dates

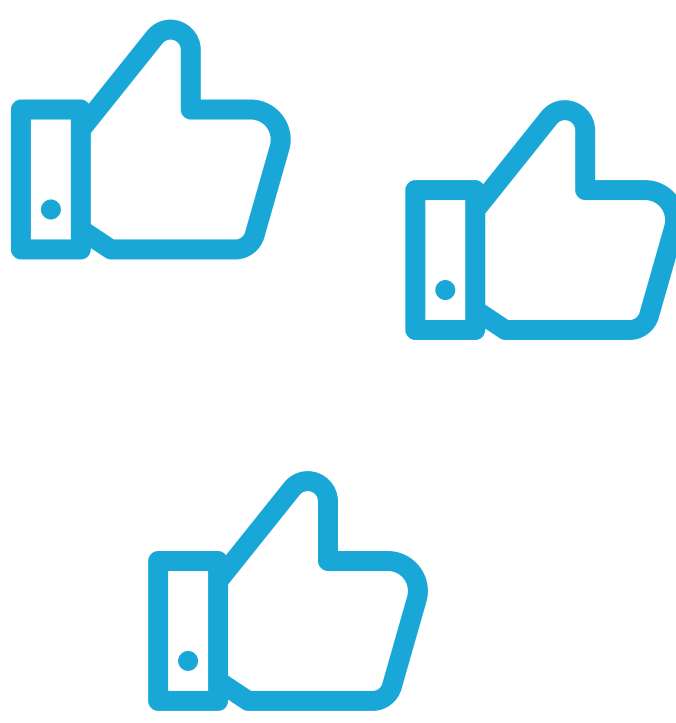
3. setting a specific target on how much to spend on it

3. Reminding their monthly paybills

1.Create necessary and unnecessary expenses list in prior.

1. Arranges and stores receipts

Money Lending details:



4. money lent tab displaying....how much, for what, to whom, interest if any, date of giving and expected return

4. Give remainder of deadline date

within target duration any amount more than the monthly limit can also be paid bt the borrowed amount should be paid before the tenure.

4.Also by notifying themselves in periodic intervals

Adding Discount Coupons:



2.providing some coupons if spent according the spending limit

2. Availing some discounts often

2. Information about discounts

(Pre-requisite)
Graphical representation:

1.Visually represented graps and charts

1. Visuals and graphs

1. Displaying in different chart forms

Savings:

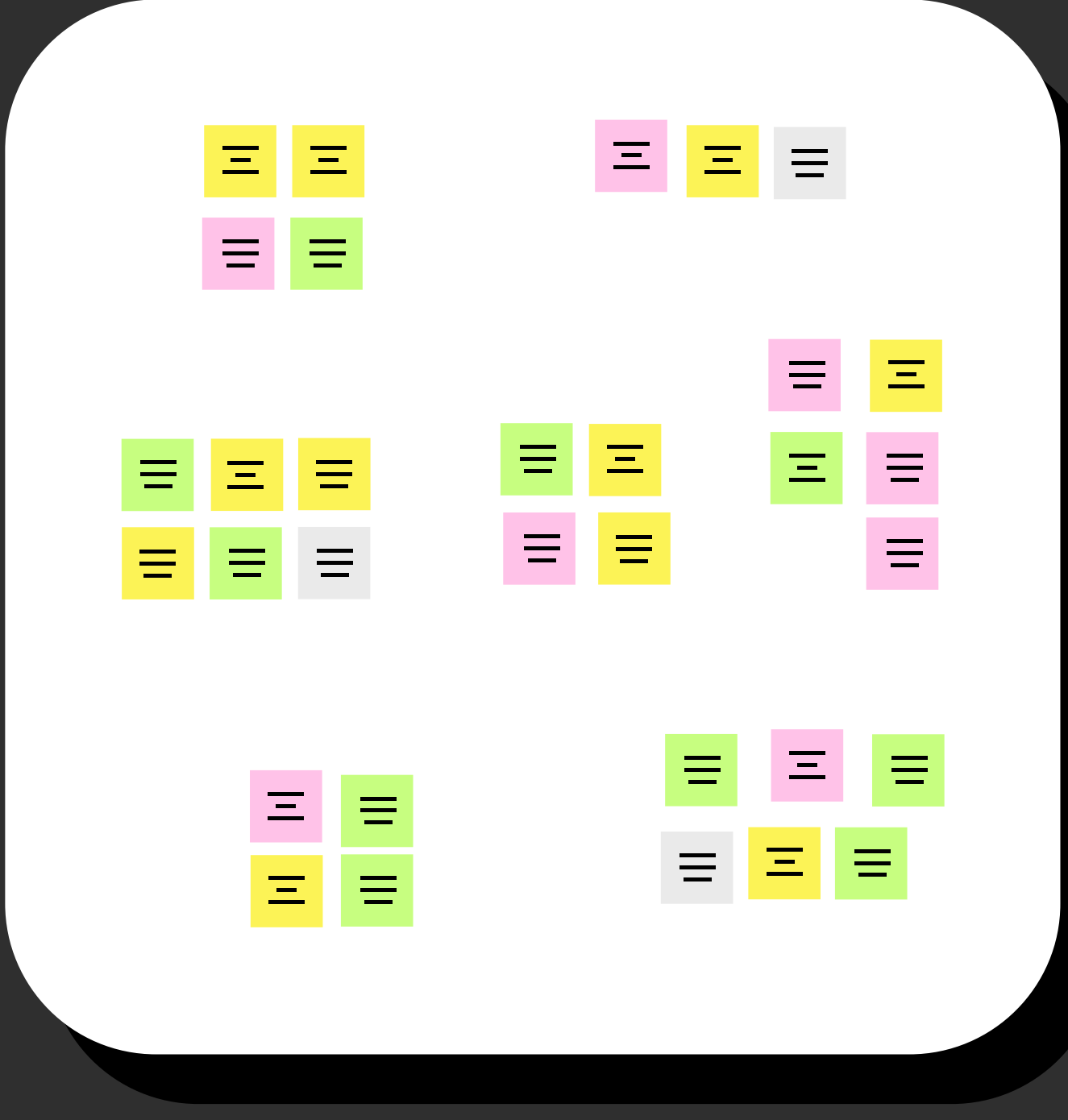
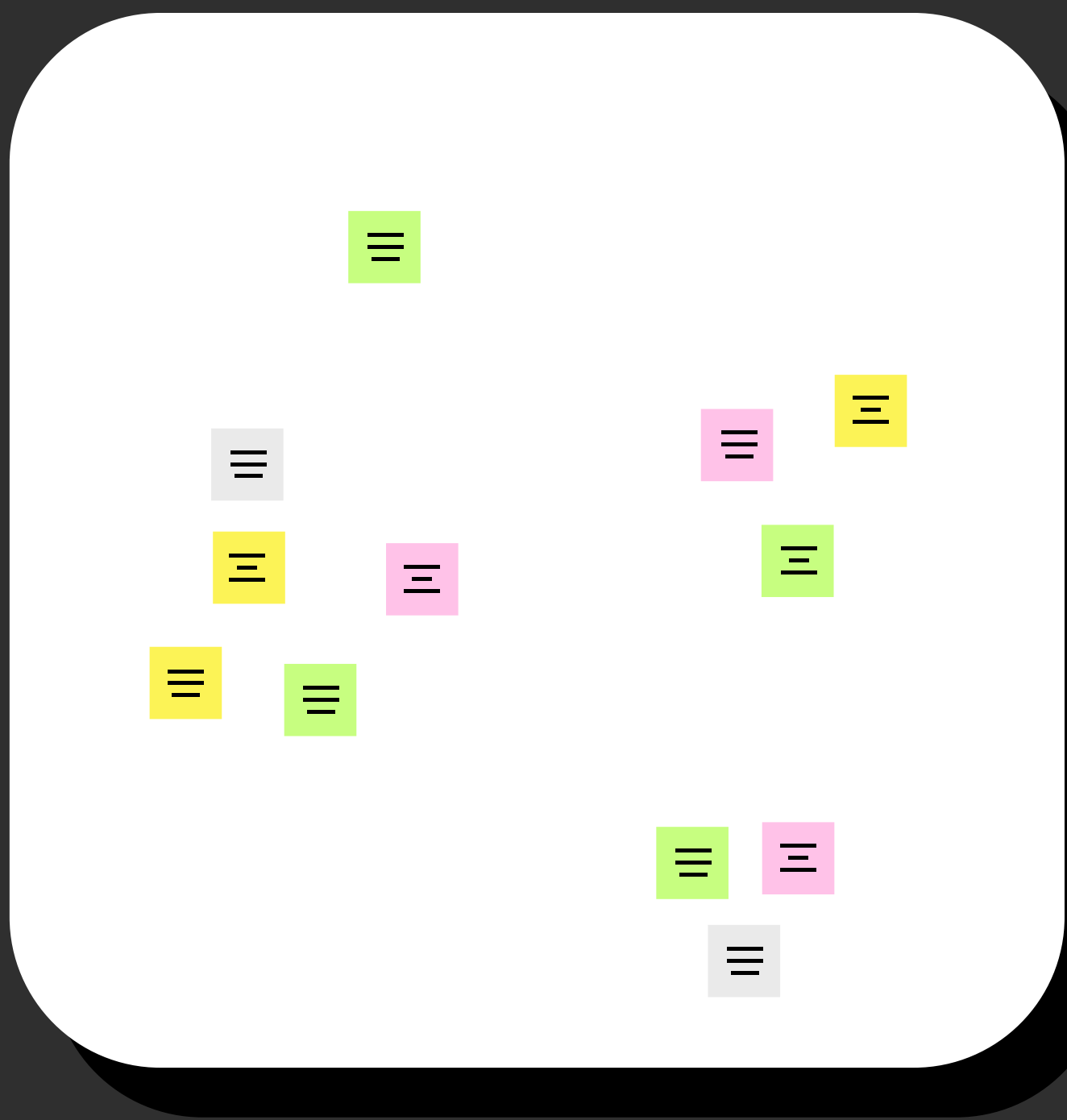


2. Proper information on spending money usefully

2. Creating a tips section(articles)

2.obtaining the budget limit priorly

2. Allocating some money to be untouched to help them save those



4

Decide your focus

Give each person three icons to vote which idea should your team focus on.

 5 minutes



Zainab Nusaiba

Neeraja Y

Harshitha Sudhakar

Yuktha Sri





After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

A

Cluster related ideas

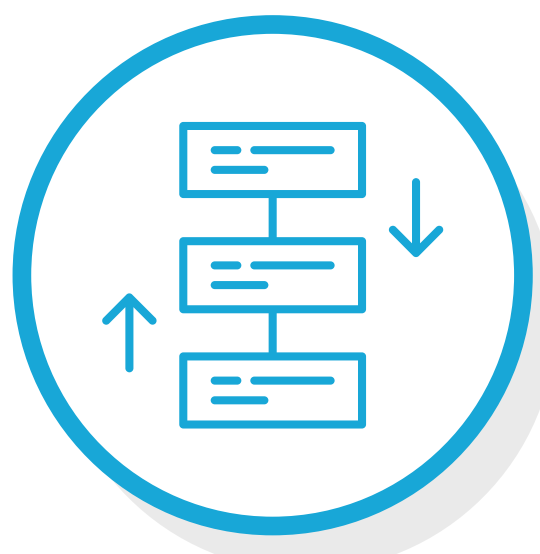
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

B

Vote on the most promising ideas

Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 3 votes

Keep moving forward



2x2 Prioritization matrix

Build shared understanding and make collective decisions for moving ideas forward.

[Open the template →](#)



Storyboarding

Show existing and/or future consumer experiences through the act of sketching.

[Open the template →](#)



Pre-mortem

Harness the collective experience and wisdom of the team, before the project even starts.

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