Template

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

Share template feedback

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 PROBLEM STATEMENT :

Today a lot of people/companies are applying for bank loans. The core business part of every bank is the distribution of loans. The main objective of the banking sector is to give their assets in safe hands. But the banks or the financial companies take a very long time for the verification and validation process and even after going through such a regress process there is no surety that whether the applicant chosen is deserving or not.

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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!

Kranthi

- Pass / Confirm the loan based on the criteria given by the customer
- Compare data of the customer with the data given in the application
- Check whether the customer is eligible for the loan or not
- Check the credit score of the customer
- Check the data of the customer with the data available in the government database
- Check the data of the customer with the data available in the bank database
- Send the loan approval or rejection letter to the customer

Pavan Kalyan

- Gender
- Any illegal activities
- Age above three condition
- Best reviews
- Early turn over
- History of loan

Tamilan

- Any other loan in other bank
- Physicians income
- Any unnecessary expenditures
- Social screenings should be provided
- Time consumption
- Job type

Tharik

- Area of property located
- Co-applicants property
- Education
- Area of Co-applicants property where they located
- Business type
- Salaried / self-employed

Kranthi

- Dependents
- Self employed
- Income
- Property
- Marital Status
- Co-applicant income

3 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.

20 minutes

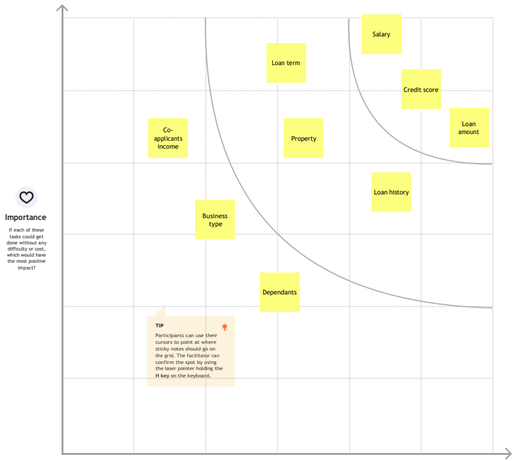
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

- Salary
- Credit history
- Property
- Loan amount
- Self-employed
- Loan term
- Business type
- Credit score
- Co-applicant's income

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.

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **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

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example