



# 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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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.

10 minutes

- A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

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## 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.

minutes

**PROBLEM**  
Farmers need to deal with many problems like cope with climate change, soil erosion and Biodiversity loss



### Key rules of brainstorming

To run a smooth and productive session

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



## Brainstorm

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

10 minutes

SUBHASHINI N

Frequent Climate monitoring

Conserve water in wetlands

Checking the humidity of plants often

Avoid using new pesticides

Use natural manure

Mulching

DEEPIKA S

Make shelter beds to save plants from harming

Keep crop residue

Mulching

Do farming near river area

ANUPRIYA P

Improve soil quality by using natural manure

Avoid walking in muddy land

Cover the crops

Eradicate introduced weeds on your property

NAGALAKSHMI S

Relationship between erosion and biodiversity are not good

Soil erosion has destroyed entire civilizations

Loss of newly planted crops

Deposits of silt in low lying areas



## 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 and break it up into smaller sub-groups.

20 minutes

### Soil erosion

Make shelter beds to save plants from harming

Soil erosion has destroyed entire civilizations

### Climate

Frequent Climate monitoring

Do farming in seasonal manner

Turn off irrigation system when rain is in the forecast

Manure/Pesticides

Improve soil quality by using natural manure

Smart pest management

Avoid using new pesticides

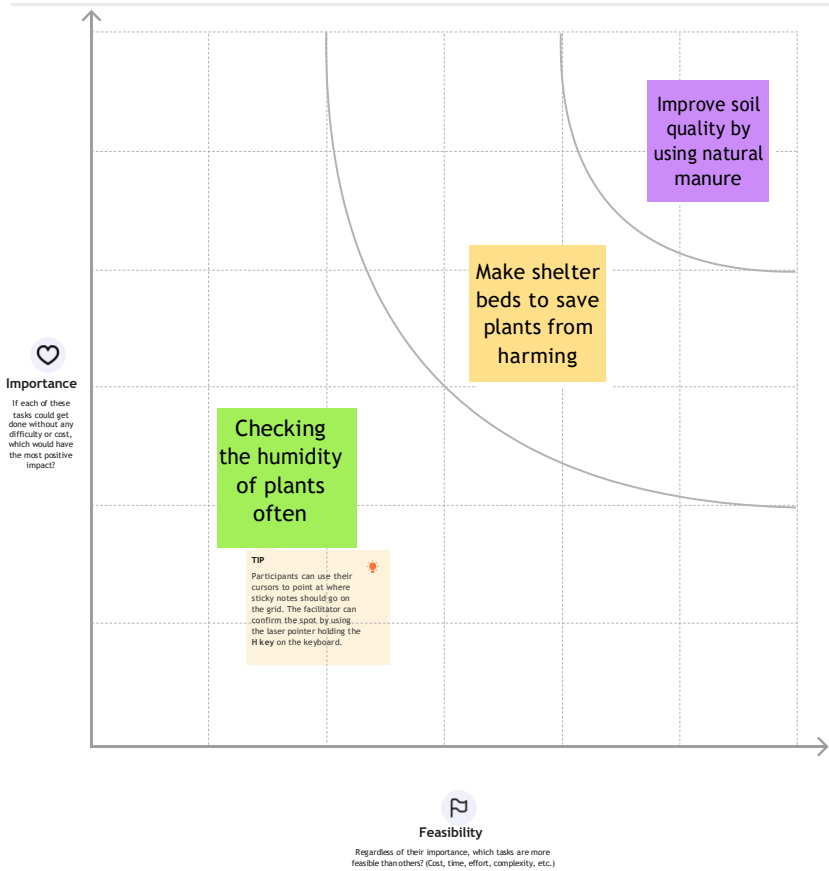
Eradicate introduced weeds on your property



## 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



## 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.  
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- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
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- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
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