# 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

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 →

Before vou collaborate

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

## PROBLEM

the IATA airport code, a three-letter do not have an IATA airport code.



Key rules of brainstorming To run an smooth and productive session

Encourage wild ideas.

Defer judgment.

Go for volume.

Listen to others.

## If possible, be visual.

Brainstorm

ტ 10 minutes

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

Solomon Sagayam D j

Ashwin P

Albin Felix A

You can select a sticky note

and hit the pencil [switch to

sketch] icon to start drawing!

## 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

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

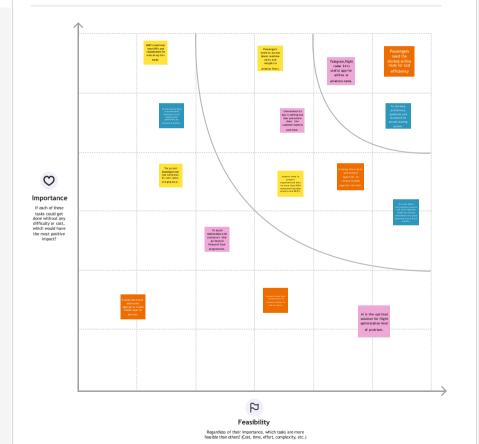




Prioritize

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 vou 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 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

Share template feedback