



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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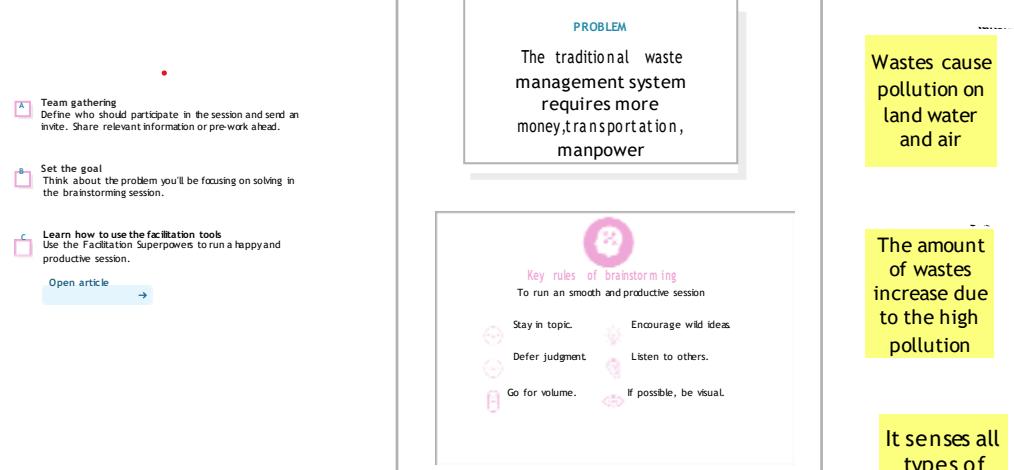
Need some inspiration?
Open another version of this template to kickstart your work.

[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

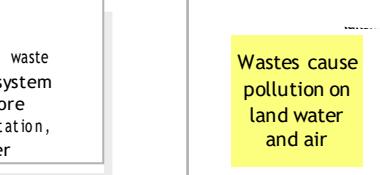
TEAM ID:
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1 Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

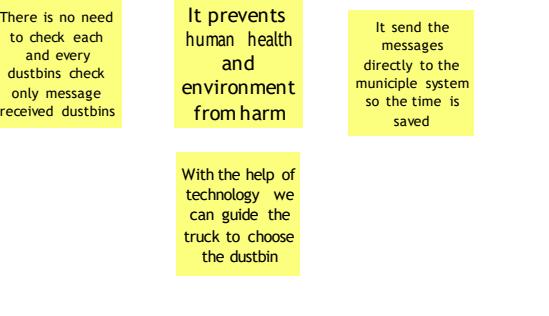
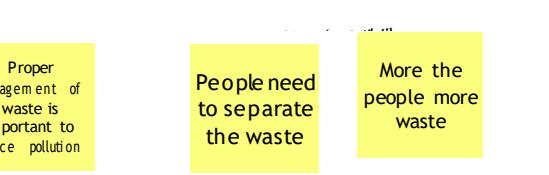
10 minutes



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

10 minutes

10 minutes



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

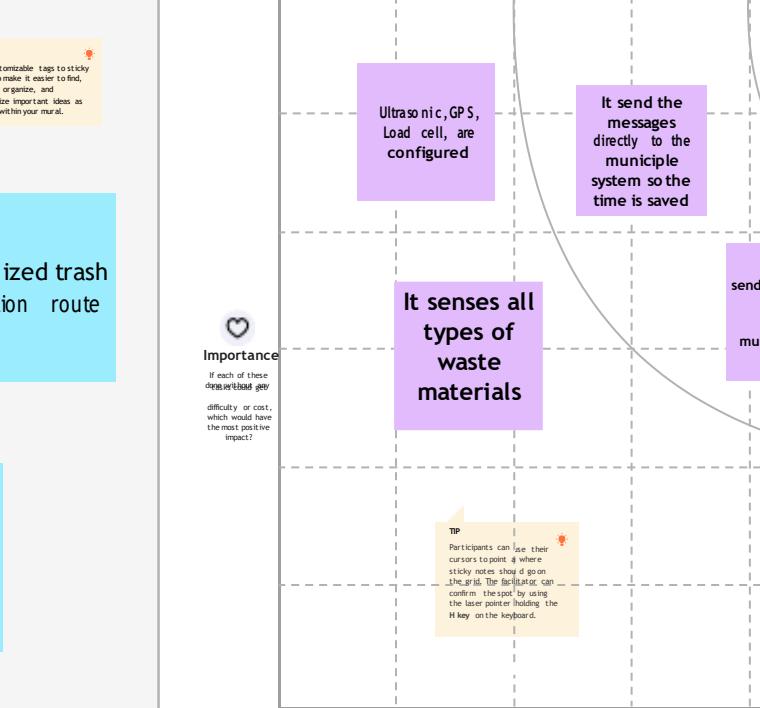
20 minutes



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

20 minutes



5 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.

20 minutes

20 minutes



Keep moving forward



Share template feedback

