

## 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

I hour to collaborate

2-8 people recommended



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.

Think about the problem you'll be focusing on solving in

the brainstorming session. Use the Facilitation Superpowers to run a happy and

Learn how to use the facilitation tools

productive session.

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

How we track the expenses in the feasible way?



Brainstorm

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

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!





→ 10 minutes





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



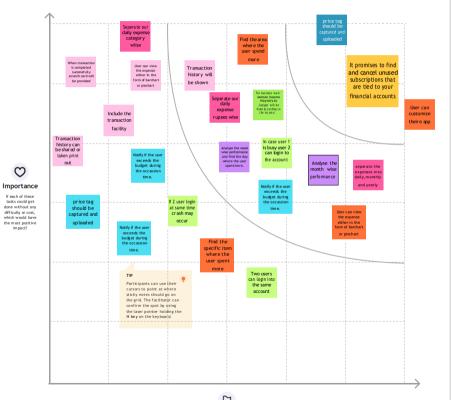




## Prioritize

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





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

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.

Ouick 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

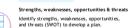


Open the template \_



Customer experience journey map Understand customer needs, motivations, and obstacles for an experience.

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