

Wanna get control of your money? Click to personal expense tracker

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 2-4 people recommended

1

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 minute

How to track?



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.



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 can break it up into smaller sub-groups.

 20 minutes

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



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






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

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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 →](#)

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