

## 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

Before vou 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.

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.

## 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.

To run an smooth and productive session

Stay in topic.

⊕ 5 minutes

PROBLEM How might we [your problem statement]?

Encourage wild ideas.

If possible, be visual.

Listen to others.

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

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.

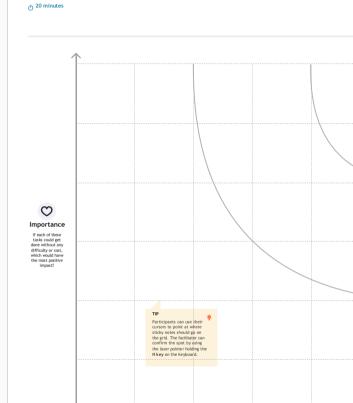
→ 20 minutes

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



Prioritize

which are feasible.



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

## 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

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.

R 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















Feasibility

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



