



# 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?

See a finished 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 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

**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

PROBLEM

How might we make an Obese person Healthier?

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Key rules of brainstorming

**2 Brainstorm**

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!

**Haripriya**

- Consulting dietitian
- Undergo Liposuction Surgery
- Take weight-loss medicines along with your healthy diet and regular physical activity.

**Abinaya**

- Regular physical activity
- Choose your food healthy
- Reverse your eating time
- Join weight-management programs conducted by weight-management specialists.

**Keerthana**

- Create a Healthy eating plan.
- With adequate study undergo Intermittent fasting.
- Formulate active participation in sports activity
- Recognising the sedentary behaviour by mobile app to initiate physical activity

**Janani**

- Healthy eating
- Exercise regularly
- Prepare a dietary chart for eating
- Use mobile app to calculate the protein and nutrients intake

**3 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 can break it up into smaller sub-groups.

20 minutes

**PHYSICAL ACTIVITY**

- Regular physical activity
- Exercise regularly
- Take weight-loss medicines along with your healthy diet and regular physical activity.

**NUTRITION TRACKER APPLICATION**

- Using a User Friendly nutrition assistant application
- Use mobile app to calculate the protein and nutrients intake

**DIETITION CONSULT**

- Consulting dietitian
- Join weight-management programs conducted by weight-management specialists.

**FAT REDUCTION STRATEGY**

- Eat food with less saturated fat content.
- Limit fat intake and get rid of simple sugars
- Set goals on reducing fat

**DIETARY PLANNING**

- Choose your food healthy
- Move on from junk foods
- Create a Healthy eating plan.
- Prepare a dietary chart for eating



**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.

## 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 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

- 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