

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.

- (L) 10 minutes to prepare
- 1 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. Learn how to use the facilitation tools

> > productive session.

Use the Facilitation Superpowers to run a happy and

- Open article ->

Define your problem statement

problem as a How Might Westatement. This will be the focus of your brainstorm.

Key rules of brainstorming To run an smooth and productive session

Defer judgment.

Go for volume. If possible, be visual.

What problem are you trying to solve? Frame your

Stay in topic. Encourage wild ideas Listen to others.

Brainstorm

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

10 minutes





You can select a stick y 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. 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 and break it up into smaller sub-groups.

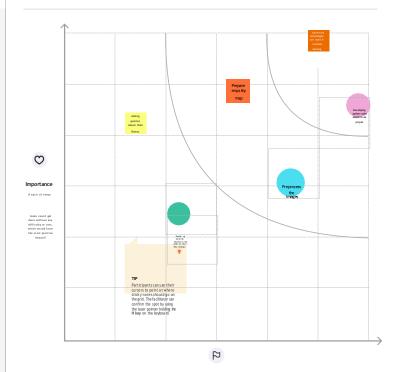


Add customizab le tags to sticky notes to make it easier to find, browse, organize, and categorize important id eas as them es within your mural.





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.



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



Export the mural Export a copy of the mural as a PNG or PDF to attach to emails, include in s lides, or save in your drive.

Keep moving forward



Define the components of a new idea or



Customer experience journey map



Open the template



Strengths, weaknesses, opportunities & threats Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template

Share template feedback



















