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

💬 **Share template feedback**

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**

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **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 [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.   Encourage wild ideas.

Defer judgment.   Listen to others.

Go for volume.   If possible, be visual.

2

Brainstorm

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

🕐 10 minutes

MOHAMED MAHADEER.S

Binary	Decimal	Matrix
Integers	Rational Number	Whole Number
Real Number	Factorial	Fraction

SABEENA.S

Linear Number	Cursive Number	Angle
Shapes	Speed	Structure
Size Consistency	Style	Digit Spacing

SANTHIYA.U

Depth	Height	Rectangle
Width	lines	x axis
y axis	convotional layer	pooling layer

RENUKA.R

Picture	Number	Lowercase word
Uppercase word	Symbols	Colours
Static	Dynamic	font

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**

Layers

Depth	Height	Width	lines
Convontinal layer	Pooling Layer		

TIP

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

Numbers

Binary	Matrix	Decimal	Whole Number
Rational number	Real number		

Character

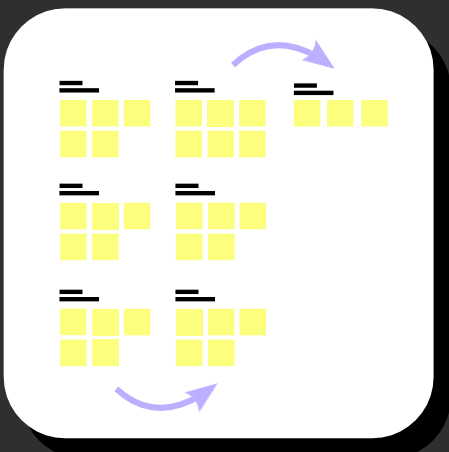|			
Picture	Symbols	Font	Static
Number	Colors		

Handwriting

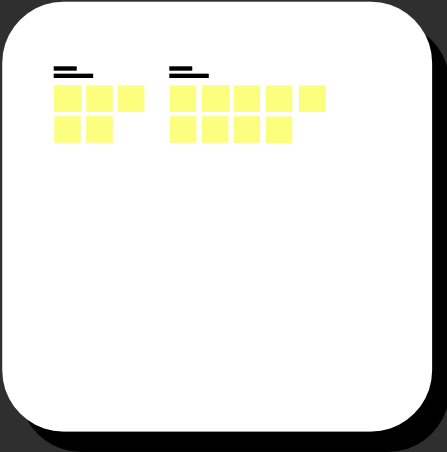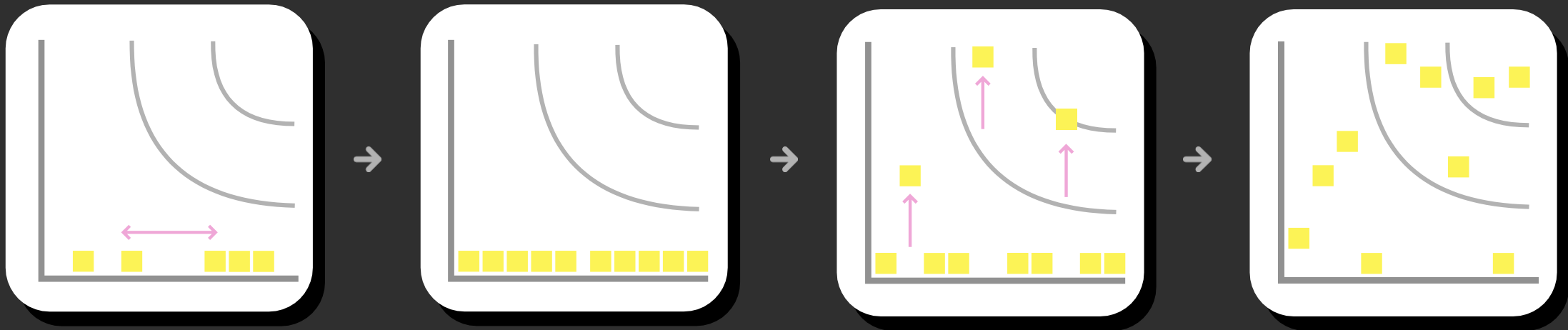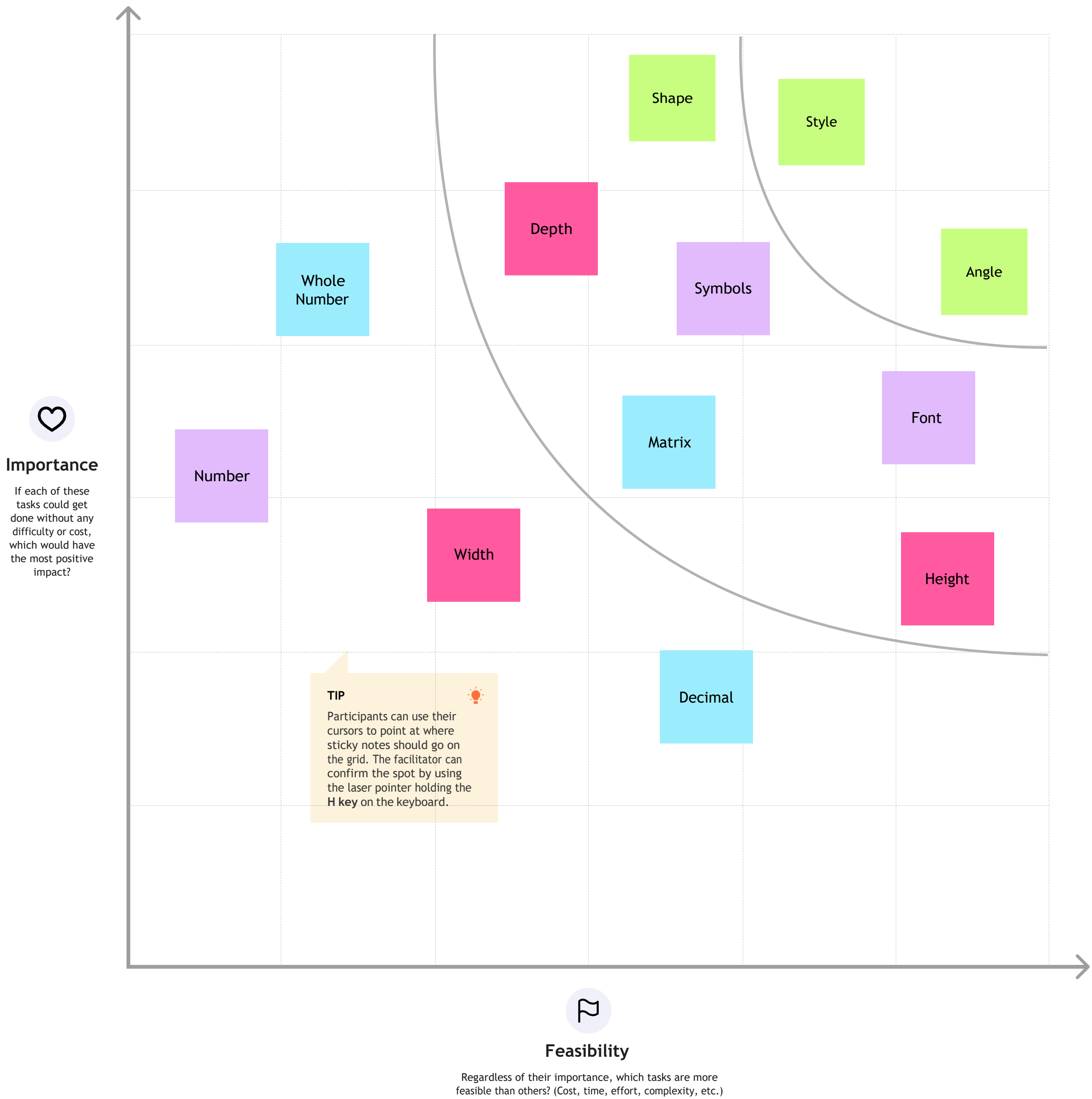|			
Shape	Structure	Style	Digit Spacing
Angle	Speed		

4
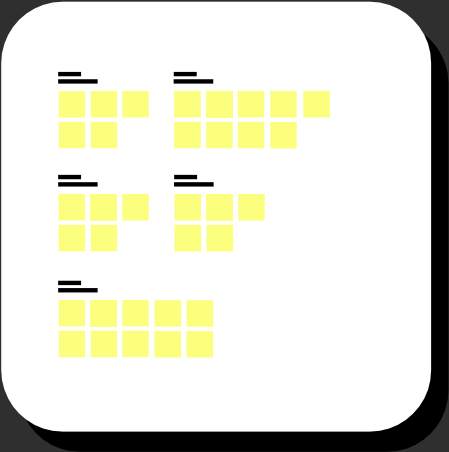
Prioritize

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**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Shape

Style

Depth

Whole Number

Symbols

Angle

Number

Font

Matrix

Width

Height

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Decimal

Feasibility

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

➡️

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

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

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