Template

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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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 Statement

It is important to fix this problem because since everything in our day to day life is becoming/being converted to digital from a physical/analog entity.
It is necessary to access information from anywhere. It reduces the hassles of getting knowledge and information that has happened before and will promote everyone to know better about the current events and will motivate everyone to gain profound knowledge in their interests. It wouldn't look weird when

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

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Kokila.P

- Keep the never ending cycle alive!
- Gamification/ points
- Book/mark/ series
- Text Help: Reminder to manage
- Offline/ Saves according to the personal interest
- Thoughts/ Reminders/ Reflections

Krishnakumar.S

- All in one place
- Syndicate your content
- Pacin-in- hand
- Integration from Performance
- Track other users' reminders
- Text other users
- Weather updates

Madhavan.M

- Do Save time Time
- Integration with Salesforce
- Increase Productivity
- Competitive
- Create Tailored/ Personalized/ targeted content
- Remoting with Salesforce the web
- Competitive Analysis
- Use only trusted sources
- Receive only the information you need!
- Curated and Focused

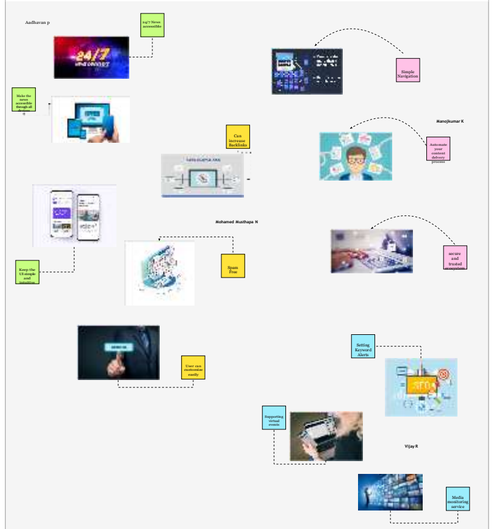
Madhavar ajan.J

- Market
- Details tracking
- Use only trusted sources
- Curated and Focused

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 and break it up into smaller sub-groups.

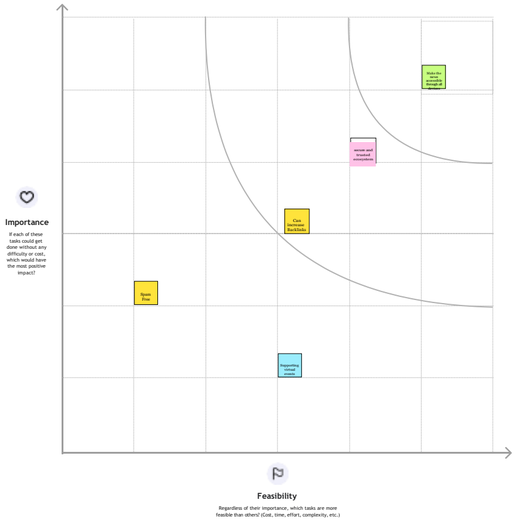
20 minutes



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



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.
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- **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

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example