

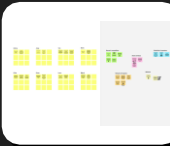


Brainstorm & idea prioritization

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 a 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

Dharani Vijay L

When a website not functioning properly?
If there isn't a login?
Online client interaction
Collect all the complaints through mail
Store all the complaint details in database
Call the client to address the issue

Akash PM

Continuing and not as a member
Agent rating
Live analysis
Get the feedback from the user
One validation through social media

Dejesh RaaJ GB

Customer letters
Product demonstration
Call review
Give solution in the web page
Compare the issue based on their topic
Monitor a login to solve the issue

Harikrishna C

product knowledge
Act with profession
Clear communication
Assign time limit to solve
Guide the customer
Give quick response to the user

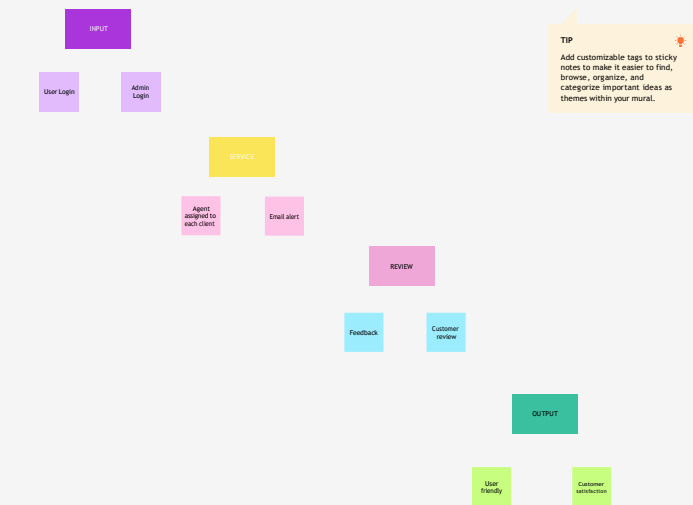
TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

3

Group ideas

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 can break it up into smaller sub-groups.

20 minutes

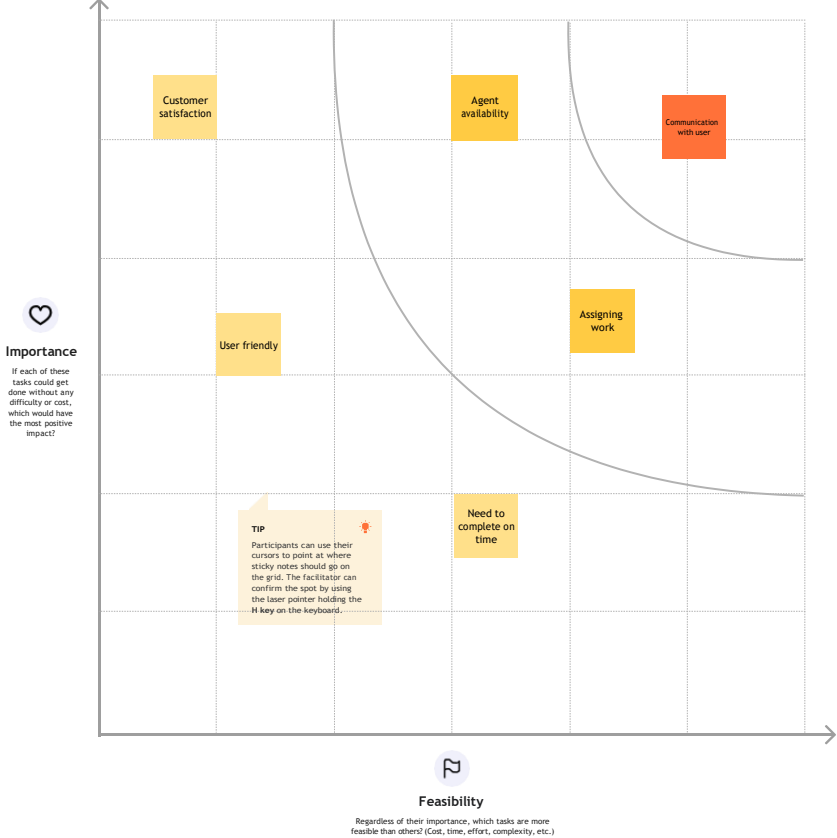


4

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

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

C

Strategy blueprint

Define the components of a new idea or strategy.

Open the template

D

Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template

E

Strengths, weaknesses, opportunities & threats

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

Open the template

Share template feedback