



## 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 focus of your brainstorm.

5 minutes

PROBLEM

John is a social worker, who needs to know how many people are there in the containment zone so that he can help those people



#### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild id



Defer judgment.



Listen to others.



Go for volume.



If possible, be visu



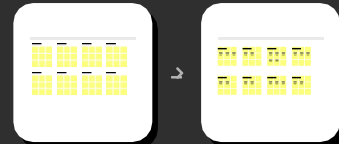
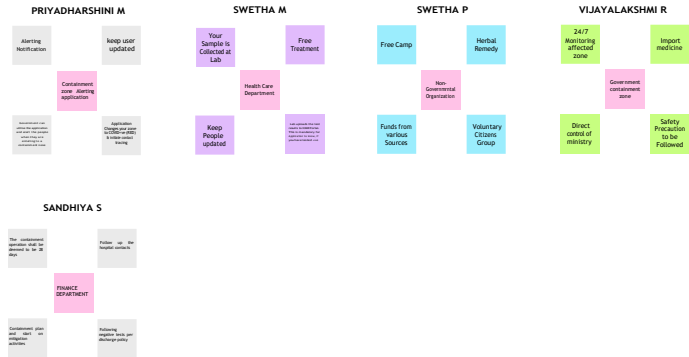
### 2 Brainstorm

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

10 minutes



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



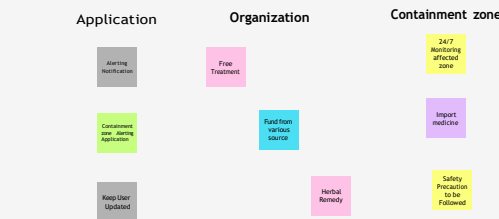
### 3 Group ideas

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



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



### 4 Prioritize

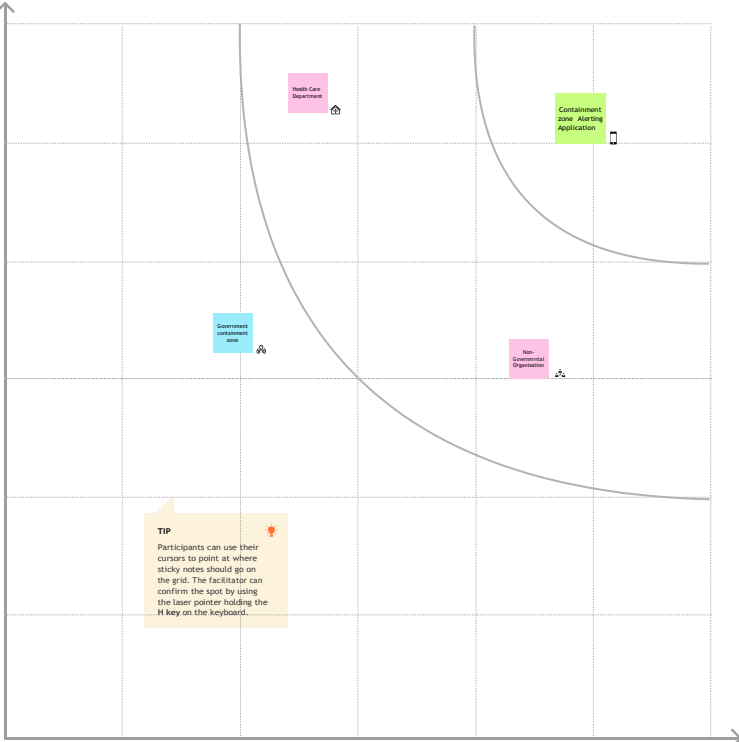
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



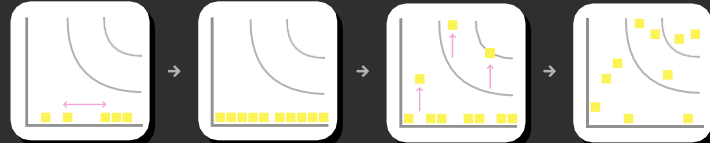
#### Importance

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



#### 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



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