



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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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!

TEAMLEAD	Member 1	Member 2	Member 3
need to sell my car	what's the most efficient algorithm for finding the fastest route?	what's the most efficient algorithm for finding the fastest route?	what's the most efficient algorithm for finding the fastest route?
is the car accident-free?	is the car accident-free?	is the car accident-free?	is the car accident-free?
Does the car have an engine to it?	Does the car have an engine to it?	Does the car have an engine to it?	Does the car have an engine to it?
Is it a flooded car?	Is it a flooded car?	Is it a flooded car?	Is it a flooded car?
car have a better registration	car have a better registration	car have a better registration	car have a better registration
what is the depreciation price of an accident car	what is the depreciation price of an accident car	what is the depreciation price of an accident car	what is the depreciation price of an accident car
what is the depreciation price of the car	what is the depreciation price of the car	what is the depreciation price of the car	what is the depreciation price of the car
Does the car have a service record	Does the car have a service record	Does the car have a service record	Does the car have a service record

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 and break it up into smaller sub-groups.

20 minutes

TIP
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

