

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.

- (L) 10 minutes to prepare 1 hour to collaborate
- 2-8 people recommended

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

A little bit of preparation goes a long way with this

session. Here's what you need to do to get going.

Before you collaborate

Set the goal
Think about the problem you'll be focusing on solving in Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and

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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.

Brainstorm

→ 10 minutes

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

→ 5 minutes

Problem Statement

is becoming/being converted to digital from a physical/analog entity.

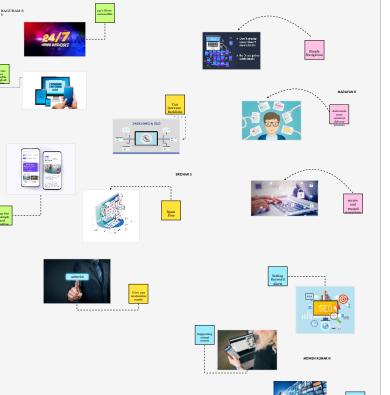
It is necessary to access information from anywhere. It reduces the hassles of getting knowledge and information that has happened before and will promote everyone to know better about the current events and will motivate everyone to gain profound knowledge in their interests. It wouldn't look weird when

Key rules of brainstorming To run an smooth and productive session Encourage wild ideas. Go for volume. If possible, be visual.

Group ideas

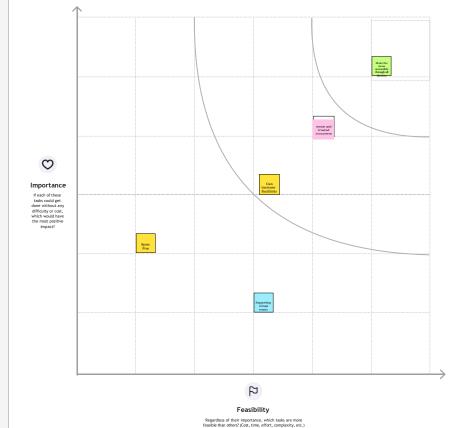
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

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.



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.



Quick add-ons

B Export the mural

After you collaborate

them in the loop about the outcomes of the session.

Share the mural
Share a view link to the mural with stakeholders to keep

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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 →

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