

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

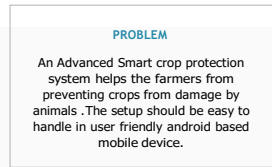
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A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

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

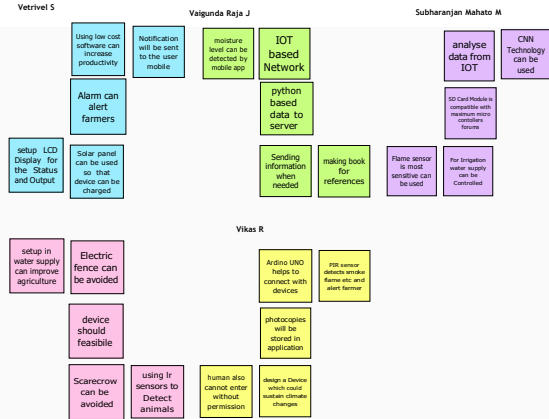


To run an smooth and productive session

Stay in topic.                      Encourage wild ideas.

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

10 minutes

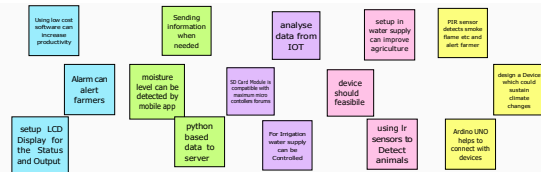


**TIP**

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

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.

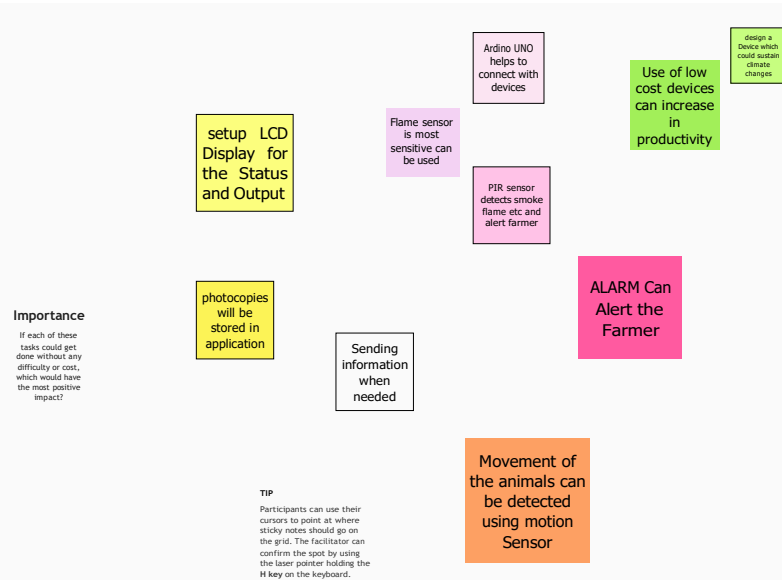
20 minutes



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

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 minute



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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

- 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.

**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](#)

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

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