

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

Brainstorm & idea prioritization

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.

Team gathering

the brainstorming session.

Learn how to use the facilitation tools

▲ Set the goal

10 minutes

→ 5 minutes

Define who should participate in the session and send an PROBLEM How might we [your invite. Share relevant information or pre-work ahead. problem statement]? Think about the problem you'll be focusing on solving in

Use the Facilitation Superpowers to run a happy and productive session. → Open article Key rules of brainstorming To run an smooth and productive session

Define your problem statement What problem are you trying to solve? Frame your

Stav in topic.

Defer judgment.

Go for volume.

problem as a How Might We statement. This will be the focus of your brainstorm.

Encourage wild ideas.

If possible, be visual.

Listen to others.

→ 10 minutes

2

Brainstorm

Write down any ideas that come to mind

that address your problem statement.

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 and break it up into smaller sub-groups. → 20 minutes

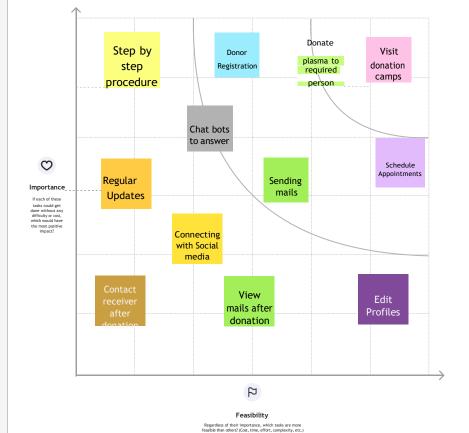


Prioritize

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

4



Quick add-ons

After you collaborate

might find it helpful.

You can export the mural as an image or pdf

to share with members of your company who

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

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Need some impiration? See a finished version of this template to Akkstast your work.

Quen example



