

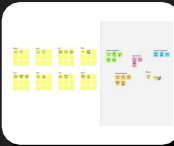


# Brainstorm & idea prioritization

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](#)



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



**Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.



**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.  
[Open article](#)



**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](#)



## Key rules of brainstorming

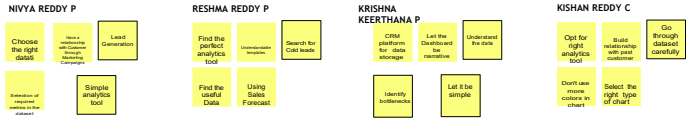
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.



**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!



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

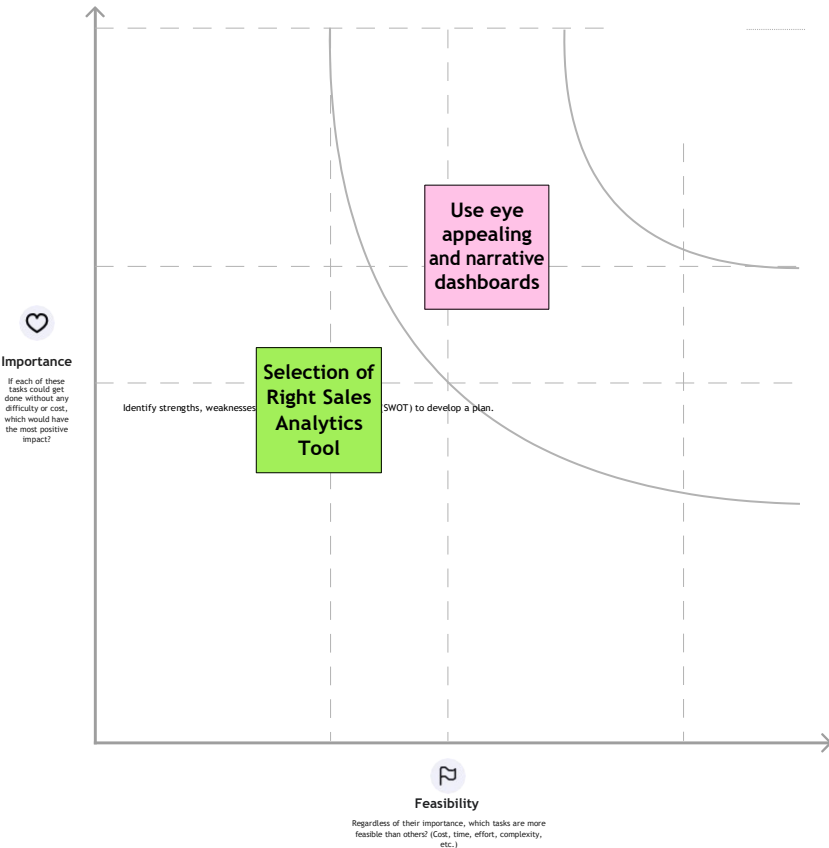
**TIP**  
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



**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](#)



**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](#)



**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**  
[Open the template](#)

Share template feedback