Template

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

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

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
Farmersneedtodealwith manyproblemsikeeope withclimatechange,soil erosionandbiodiversityloss

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.

2 Brainstorm

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

10 minutes

Geetha Mai A G
- Frequent Climate monitoring
- Conserve water in wetlands
- Checking the humidity of plants often
- Avoid using new pesticides
- Use natural manure

Jayasree M
- Improve soil quality by using natural manure
- Avoid walking in muddy land
- Cover the crops
- Eradicate introduced weeds on your property

Hemadharshini S
- Relationship between soil erosion and biodiversity are reciprocal
- Soil erosion has destroyed entire civilizations
- Loss of newly planted crops
- Deposits of silt in low lying areas

Kalpana S
- Make shelter beds to save plants from harming
- Keep crop residue
- Mulching
- Do farming near river area

Joicy I
- Turn off irrigation system when rain is in the forecast
- Do farming in seasonal manner
- Smart greenhouses
- Smart pest management

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

Soil erosion
- Make shelter beds to save plants from harming
- Soil erosion has destroyed entire civilizations

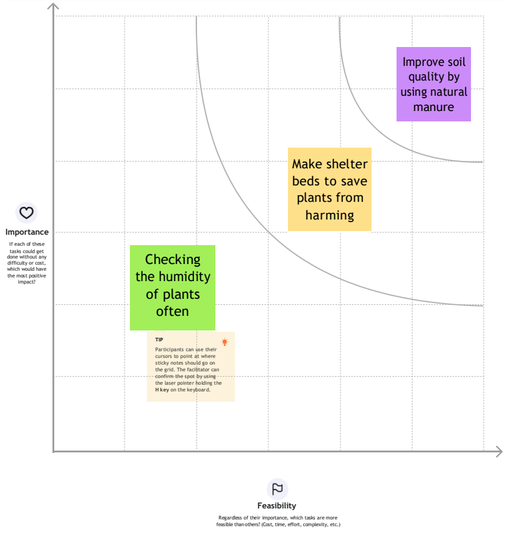
Manure/Pesticides
- Improve soil quality by using natural manure
- Smart pest management
- Avoid using new pesticides
- Eradicate introduced weeds on your property

Climate
- Frequent Climate monitoring
- Do farming in seasonal manner
- Turn off irrigation system when rain is in the forecast

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



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.

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**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example