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.

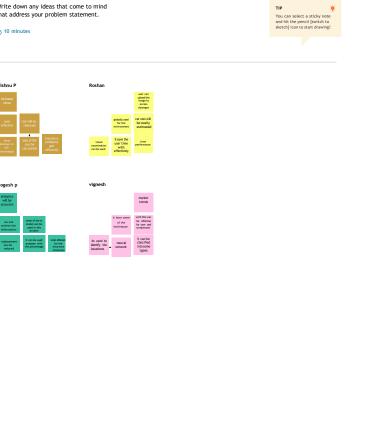
(L) 10 minutes to prepare 1 hour to collaborate 2-8 people recommended

Before you collaborate A little bit of preparation goes a long way with this session. Here's what you need 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



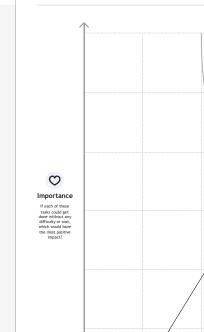
2 Brainstorm Write down any ideas that come to mind that address your problem statement. → 10 minutes





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



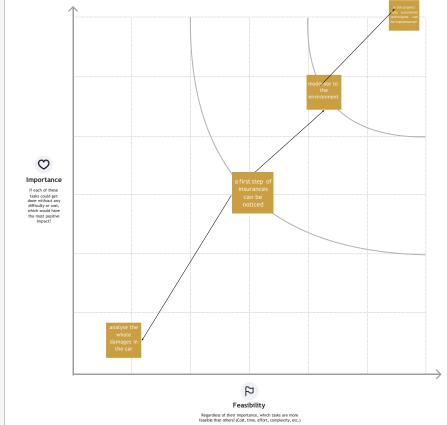
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

→ 20 minutes

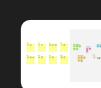
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4

Prioritize



Share template feedback





to do to get going.

Team gathering

10 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.





them in the loop about the outcomes of the session.



Keep moving forward











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