# Brainstorm

**TIP**

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

## 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**

**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**

**2**

## Brainstorm

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

**10 minutes**

**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**

**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**

## 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**

# & idea prioritization

**TIP**

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

### Use this template in your own brainstorming sessions so your team

**PROBLEM**

**How might we [your problem statement]?**

1. **Team gathering**

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

1. **Set the goal**

**Person 1**

Collection data

Improve

Actionable insights

Challenged

Fact-based decision making

**Person 2**

Building analytics

More

Used by health care providers

Increasing

Current healthcare environment

More

**Person 3**

providing key information

Make

Deliver better result

Carefully

Help to explore issues

**Person 4**

Require care and support

Costs are

Making population

Artificial

Even more crucial

Including

**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.

Coordination to reduced

Improving

complex over governmental demanding

effective

Operational

Intelligence

audio and

**B Export the mural**

### can unleash their imagination and

start shaping concepts even if you're

Think about the problem you'll be focusing on solving in

the brainstorming session.

with care

teams

Requiring

cost

New

patient care

New

the next

several years

more

regulation

customers

data

Support

measure

improvements

Contribute

exposed

Confidence

Solutions

Video

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

over worked approaches

business

informed

Remain

Complex

analytics

Across the

to their

level for

Predictive

Researches

### not sitting in the same room.

**10 minutes** to prepare

**1 hour** to collaborate

**2-8 people** recommended

**C Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

[**Open article**](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

#### Key rules of brainstorming

To run an smooth and productive session

professionals

to health care

approaches the market

decision

competitive

datasets

driven

enterprise

health care

every insight

Analytics

and leaders

#### Keep moving forward

**Strategy blueprint**

Define the components of a new idea or strategy.

[**Open the template**](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

Stay in topic. Defer judgment.

Encourage wild ideas. Listen to others.

#### Importance

If each of these

Understand customer needs, motivations, and obstacles for an experience.

[**Open the template**](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

Go for volume. If possible, be visual.

tasks could get

done without any difficulty or cost, which would have the most positive impact?

**Strengths, weaknesses, opportunities & threats**

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

|  |  |
| --- | --- |
|  |  |
|  |  |

[**Open the template**](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)

**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.

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

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#### Feasibility

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



**Template**

**Need some inspiration?**

See a finished version of this template to kickstart your work.

[**Open example**](https://app.mural.co/template/e5a93b7b-49f2-48c9-afd7-a635d860eba6/93f1b98d-b2d2-4695-8e85-7e9c0d2fd9b9)