

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.

- 15 minutes to prepare
- 1 hour to collaborate
- 2-3 simple requirements

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 Springer

Before you collaborate

- 4 Team gathering**
Define who should participate in the workshop and send a notice. Share relevant information in pre-work ahead.
 - 4 Set the goal**
Think about the problem you'll be focusing on solving in the co-creating session.
 - 4 Learn how to use the facilitation tools**
Use the Facilitation Steps power 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.

- How might we (your problem statement)?

3

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

- | Category | Item | Value |
|------------|----------|-----------|
| Category 1 | Item 1 | Value 1 |
| Category 1 | Item 2 | Value 2 |
| Category 1 | Item 3 | Value 3 |
| Category 1 | Item 4 | Value 4 |
| Category 1 | Item 5 | Value 5 |
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| Category 1 | Item 8 | Value 8 |
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| Category 1 | Item 11 | Value 11 |
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| Category 1 | Item 97 | Value 97 |
| Category 1 | Item 98 | Value 98 |
| Category 1 | Item 99 | Value 99 |
| Category 1 | Item 100 | Value 100 |

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Group title

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.

Price/Use
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.



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**

 - 1 **Show the mood**
 Explain how the mood of the music could contribute to keep them in the loop about the outcomes of the innovation.
 - 1 **Repeat the mood**
 Repeat a copy of the mood as a riff or as a riff to attach to words, images or ideas, to make your point above.

Keep moving forward

 - Strategy vignettes**
 Writing the development of a new piece or strategy.
[Open the template →](#)
 - Customer experience journey map**
 Understanding customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
 - Strengths, weaknesses, opportunities & threats**
 Understanding strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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