# 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
- g 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 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.

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.

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What problem are you trying to solve? Frame your focus of your brainstorm.

PROBLEM How might we [your problem statement]?

Key rules of brainstorming To run an smooth and productive session Stay in topic. Encourage wild ideas.

Defer judgment.

## Define your problem statement

problem as a How Might We statement. This will be the

Brainstorm

10 minute

Gowsalya A

Write down any ideas that come to mind

that address your problem statement.

Janani Priya E

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.

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

Manjupriya K

REVIEW

Admin Login Agent assigned to each client

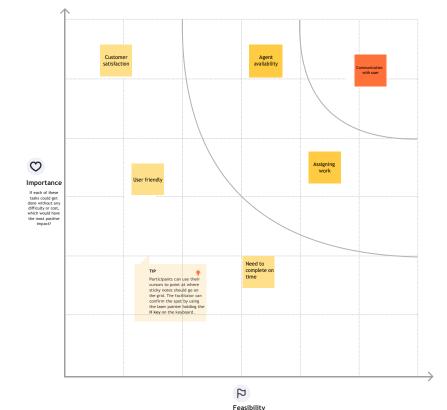
### Prioritize

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

Add customizable tags to strcky notes to make it easier to find, browse, organize, and categorize important ideas as

themes within your mural.



After you collaborate

might find it helpful.

Quick add-ons

B Export the mural

Keep moving forward

Share template feedback

You can export the mural as an image or pdf

to share with members of your company who

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 a copy of the mural as a PNG or PDF to attach to

Define the components of a new idea or

Customer experience journey map

obstacles for an experience. Open the template

Understand customer needs, motivations, and

Strengths, weaknesses, opportunities & threats

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

emails, include in slides, or save in your drive.

Strategy blueprint

Open the template

strategy.









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



