# **Brainstorm**

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

& idea prioritization 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

Before you collaborate

to do to get going.

productive session.

→ 10 minutes

A little bit of preparation goes a long way

with this session. Here's what you need

⊕ 5 minutes

#### Define your problem statement What problem are you trying to solve? Frame your

How might we [your problem statement]?

Key rules of brainstorming To run an smooth and productive session

Stay in topic. Defer judgment.

Go for volume.

If possible, be visual.

Encourage wild ideas.

Listen to others

### problem as a How Might We statement. This will be the focus of your brainstorm.

Write down any ideas that come to mind that address your problem statement. ₼ 10 minutes

Brainstorm

sketch] icon to start drawing!

PRIYADHARSHINI M

You can select a sticky note and hit the pencil [switch to

## 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.

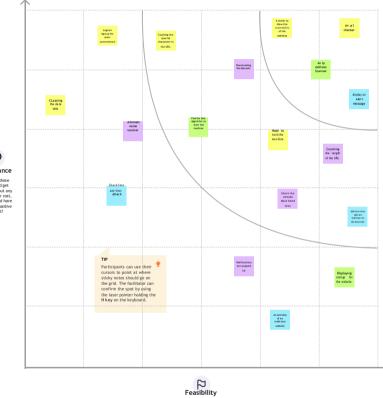
→ 20 minutes

browse, organize, and categorize important ideas as themes within your mural. Notifications Training the machine Need to Downloading train the machine the data sets Find the best algorithm to track the machine Checkings Check the Anouncies of an Displaying Anoine for users queries about the matches related the website feedback message Additional features

→ 20 minutes Importance If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

4 Prioritize

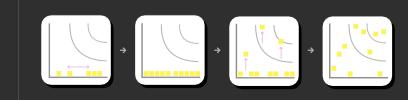
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.



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

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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 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

Export the mural

Strategy blueprint Define the components of a new idea or 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

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