TEMPLATE

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.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Share template feedback

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.
- **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 →

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

PROBLEM

Most of the places don't have fire alarm system or smoke detecting system which detects the fire or smoke and alerts them. And also no preparedness to stop them.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2 Brainstorm

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

10 minutes

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

3 Group ideas

Now is time for you to cluster your sticky notes into groups.

Give each group a descriptive title.

This will help you and your team make sense of the different themes within your mural.

Take turns sharing your ideas while clustering similar or related notes as you go. After 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 and break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and identify ideas and themes in themes within your mural.

TIP
Participants can use their phones to vote! The top sticky notes should go on the grid. The facilitator can show the grid only when the team voting has finished.

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

Importance

A mark of how important it is to get done similar any other task, or which would rise the most positive impact?

Feasibility

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

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 stakeholder s to keep them in the loop about the outcomes of the session.
- **Export the mural**
  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

- **Strategy blueprint**
  Define the components of a new idea or strategy.
  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 →

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →