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

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

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

- **B** **Set the goal**
  Think about the problem you'll be focusing on solving in the brainstorming session.

- **C** **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

How crude oil price can be predicted? what are the ways to predict and what are the impacts?

Key rules of brainstorming

To run an smooth and productive session

- 🔁 Stay in topic.
- ➕ Defer judgment.
- 🔊 Go for volume.
- 💡 Encourage wild ideas.
- 👂 Listen to others.
- 👁 If possible, be visual.

2 Brainstorm

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

⏱ 10 minutes

Niranjan

can be predicted using the raw data	artificial intelligence can be very effective in prediction	samplings and records are useful for prediction

Rex Milton

deep learning can be used for analysis	history of prices can be used for references	the integration of AI and machine learning will be useful

Praveen AM

Python can be used to represent the ideas	Visual representation can be done to get a betteridea about the data	Clear information should be gathered to implementthe model

Umar

Price prediction can be done by go analyzing the data from different time period	The overall results can be recorded and can be used for the prediction	Professionals can be really helpful in gaining knowledge about the crude oil prices

Madhavan

Python can be used to represent the ideas	Visual representation can be done to get a betteridea about the data	Clear information should be gathered to implementthe model

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

Basic level

can be predicted using the raw data	artificial intelligence can be very effective in prediction	samplings and records are useful for prediction

Advanced level

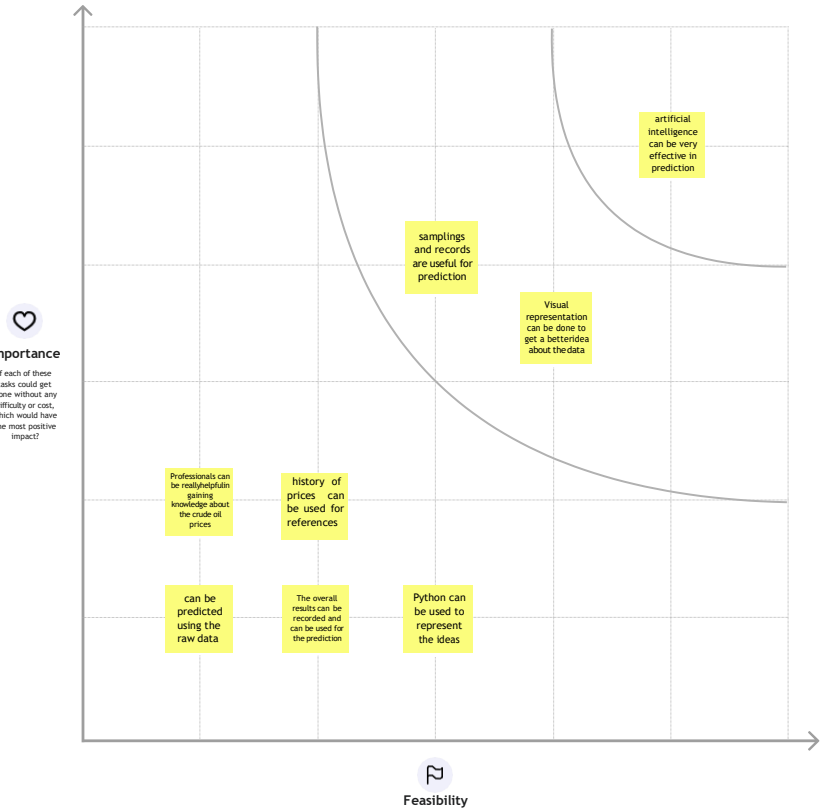|					
deep learning can be used for analysis	history of prices can be used for references	the integration of AI and machine learning will be useful	Python can be used to represent the ideas	The overall results can be recorded and can be used for the prediction	Professionals can be really helpful in gaining knowledge about the crude oil prices
Price prediction can be done by go analyzing the data from different time period	Visual representation can be done to get a better idea about the data				

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
If each of these tasks could get done without any difficulty or cost, which would have 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

- **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.

- **B** **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 →