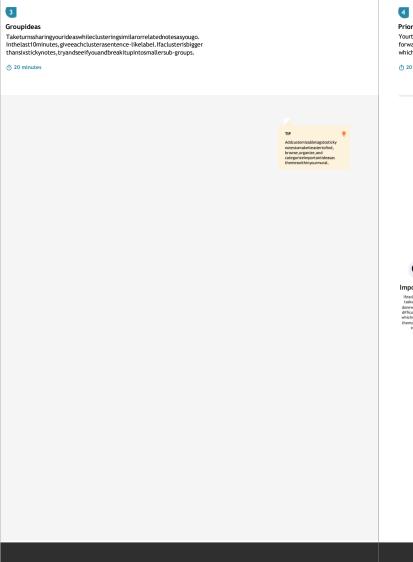
- 10 minutes toprepare

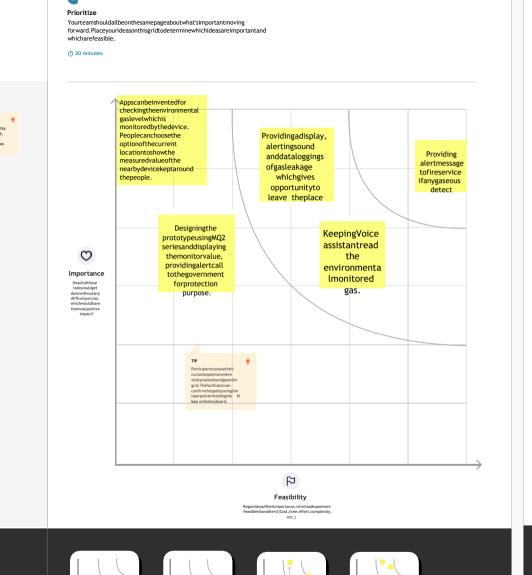
Beforeyoucollaborate Alittlebitofpreparationgoesalongwaywiththis session. Here's what you need to do to get going. ① 5 minutes

Definevourproblemstatement Whatproblemareyoutryingtosolve?Frameyour problemasaHowMightWestatement.Thiswillbethe focusofyourbrainstorm. PROBLEM Howmightwe[your problemstatement1? Kevrulesofbrainstorming Torunansmoothandproductivesession Encouragewildideas. Deferjudgment. Goforvolume. Ifpossible, bevisual.









Aftervoucollaborate

Quickadd-ons

Keepmovingforward

Sharetemplatefeedbac k

Youcanexportthemuralasanimageorpdftosharewith

Sharethemural Shareaviewlink tothemuralwithstakeholderstokeep

themintheloonahouttheoutcomesofthesession.

B Exportthemural
ExportacopyofthemuralasaPNGorPDFtoattachto

Strategyblueprint Definethecomponentsofanewideaor

Openthetemplat e

obstaclesforanexperience.

Openthetemplat e

Customerexperiencejourneymap

Understandcustomerneeds, motivations, and

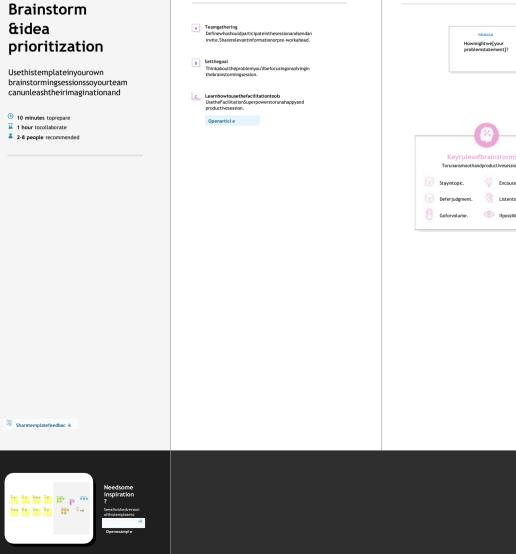
Strengths, weaknesses, opportunities&threats

Identifystrengths, weaknesses, opportunities, andthreats(SWOT)todevelopaplan. Openthetemplat e

strategy.

emails, includeinslides, or saveiny our drive.

membersofyourcompanywhomightfindithelpful.



① 10 minutes





