Brainstorm & idea prioritization

brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

1 hour to collaborate 2-8 people recommended

Use this template in your own

(L) 10 minutes to prepare

Before you collaborate A little bit of preparation goes a long way with this

Set the goal

productive session.

Open article →

session. Here's what you need to do to get going.

Think about the problem you'll be focusing on solving in

Use the Facilitation Superpowers to run a happy and

Learn how to use the facilitation tools

→ 5 minutes

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

Define your problem statement

focus of your brainstorm.

What problem are you trying to solve? Frame your

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

PROBLEM

How might we [your

problem statement]?

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

Stay in topic. Defer judgment.

Listen to others

2

Brainstorm

→ 10 minutes

Person 5

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

Daggolu Pallav Krishna

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In 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.



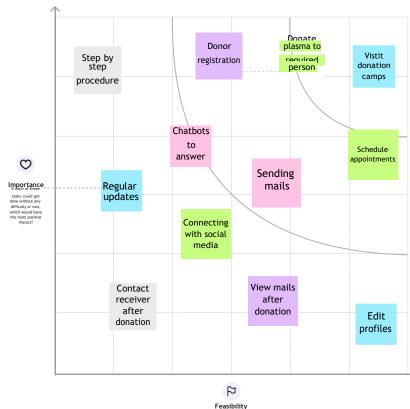
Database

Record all the data

Admin Works

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.



Feasibility

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

After you collaborate

Quick add-ons

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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 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.

Strengths, weaknesses, opportunities & threats

Open the template >

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

Open the template ->

Share template feedback

Share template feedback

Need some inspiration? Open example 🛶

See a finished version of this template to kickstart your work.





















