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 →

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 Statement
Ajith Kumar is a busy business man who needs to read news on the go without any hassles while travelling because he considers carrying around a physical newspaper a nuisance to him and the people around him. Ajith kumar needs to read news in such a way that he doesn't have to worry about ever buying physical newspapers or carrying with him everywhere. Something which should fit in the palm of his hands, which he could carry everywhere, access from everywhere, something digital such as an Application hosted on the internet which could be accessed from any device that is connected to the Internet. Such as smartphones and computers.

Key rules of brainstorming
To run a smooth and productive session

Stay in topic.   Encourage wild ideas.

Defer judgment.   Listen to others.
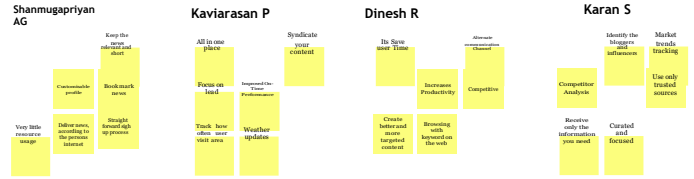
Go for volume.   If possible, be visual.
and threats (SWOT) to develop a plan.

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!

Shanmugapriyan AG   Kaviarasan P   Dinesh R   Karan S

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 can break it up into smaller sub-groups.
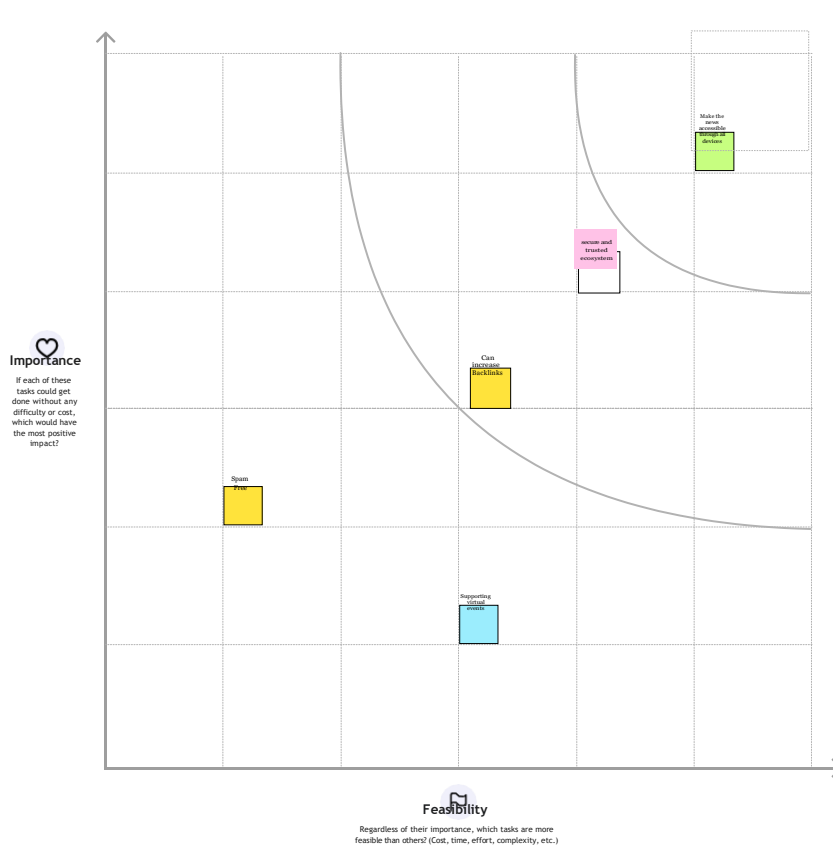
20 minutes
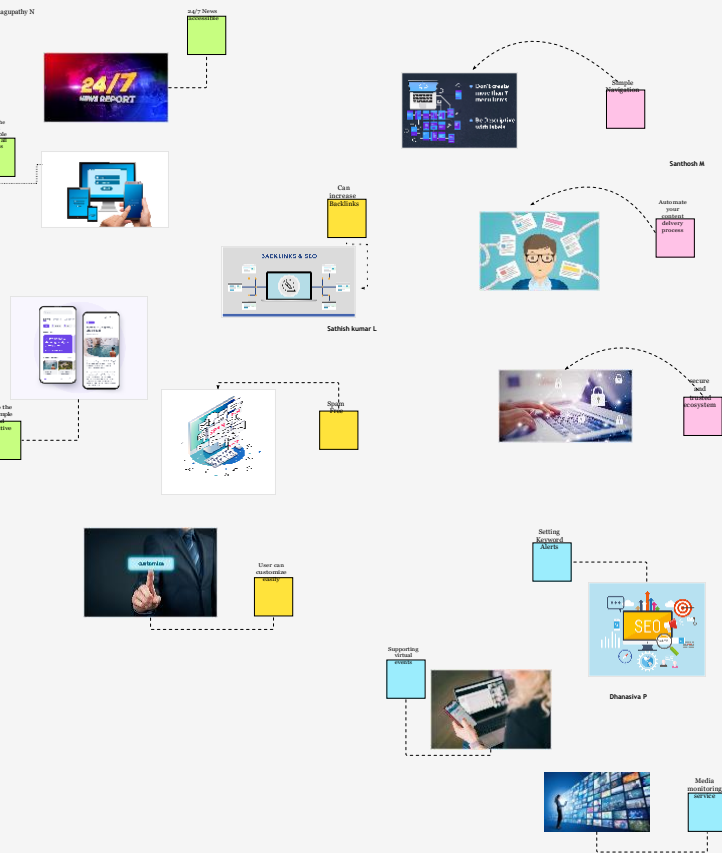
Prioritize

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

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