



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

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Need some inspiration?

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

Open example

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.

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.

PROBLEM
The elders have tendency to forget taking pills, they have to take pills without depending on others.

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

Vignesh K

Priya K

Sarubala M

Shirly Evangelina

Person 5

Person 6

Person 7

Person 8

TIP
You can select a sticky note and hit the pencil (click to open) icon to start drawing!

3 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

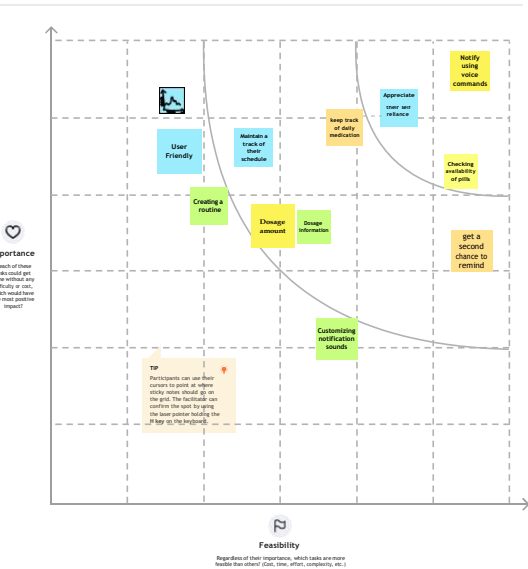
Report

Task list

Report

Task list

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



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.

- 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.

- Strategy blueprint
Define the components of a new idea or strategy.
- Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
- Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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