

# 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

## 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

## 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!

## 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

## 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

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

PROBLEM  
How might we [your problem statement]?

### Key rules of brainstorming

To run an smooth and productive session

Stay in topic. Encourage wild ideas.

Defer judgment. Listen to others.

Go for volume. If possible, be visual.

### ROSY

Hydrant hair cream

Conditioners like collagen lotion

Antibacterials

Calendula cream

Oil-soluble vitamins are great for skin, hair, and nails

### ARULLAKSHMI

refined grains

sugary cereals

cookies

Snack with whole grains

baggy

low-sugar

white bread

### NANDHINI

Probiotics

Vitamin C

Quercetin

Regenerates

Probiotics

Vitamin C

Quercetin

Regenerates

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### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### Importance

If each of these

tasks could get done without any difficulty or cost, which would have the most positive impact?

### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

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Use something ingredients

Use kitchen ingredients

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Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Use something ingredients

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Use kitchen ingredients

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Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Avoid the sun

Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Use kitchen ingredients

Other your require drive and receive a break

Check your diet

Check your diet

Check your diet

Check your diet

Check your diet

Check your diet

Check your diet

