

Ideation Phase


Brainstorm & Idea Prioritization

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Brainstorm & Idea Prioritization :

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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.

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1 Define your problem statement

Phishing attacks are a constant threat for stealing of login credential and financial information like credit cards.

⌚ 5 minutes

PROBLEM

Assessments from phishing emails can contain links that users often click, leaving the door open to the attacker to perform malicious behavior from the users computer

Key rules of brainstorming

To run a smooth and productive session

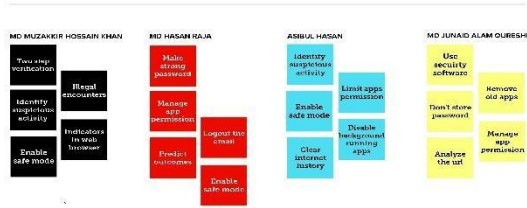
🗣️ Stay in topic.	💡 Encourage wild ideas.
🕒 Defer judgment.	👂 Listen to others.
🗣️ Go for volume.	👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

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

⌚ 10 minutes

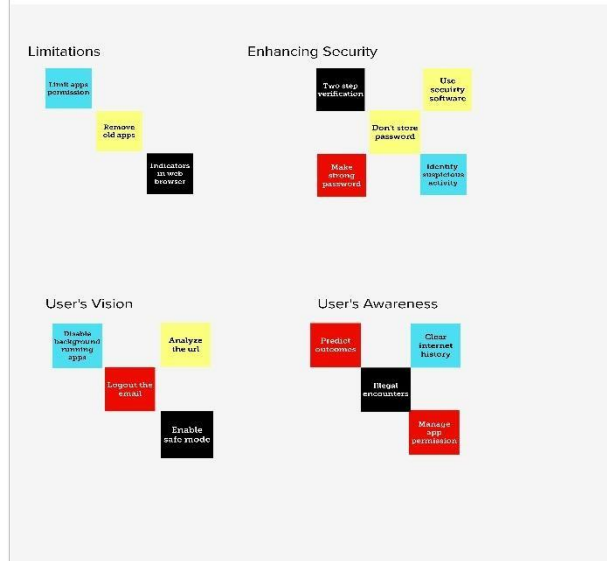


3

Group ideas

Take turns sharing your ideas while clustering similar or related ones as you go. In the last 10 minutes, give each cluster a sentence (at least, if a cluster is bigger than six ideas) titles, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

**Step-3: Idea Prioritization**

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

