

# Brainstorm & idea prioritization

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

- **15 minutes** to prepare
- **30-60 minutes** to collaborate
- **3-8 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.

① 15 minutes

**Team gathering** Define who should participate in the session and send an

Set the goal

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

invite. Share relevant information or pre-work ahead.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open the article →

① 10 minutes

**QUESTION** 

Defne 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

How might we... [insert problem statement here]?

To run an smooth and productive

session

# Brainstorm

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

10 minutes

Sabarish Kumar

**Barath Sundar** 

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### Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

① 15 minutes

You can use the **Voting**session tool above to focus
on the strongest ideas.































