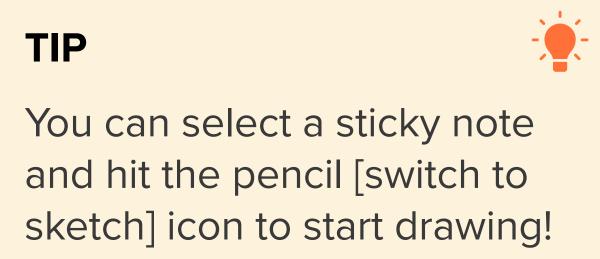


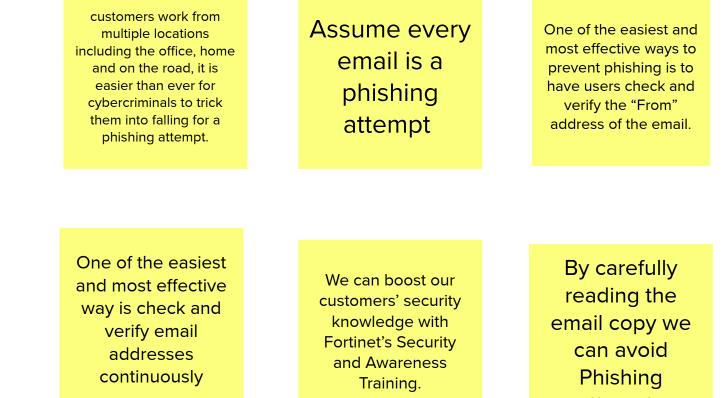
Brainstorm

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

① 10 minutes



Person 1

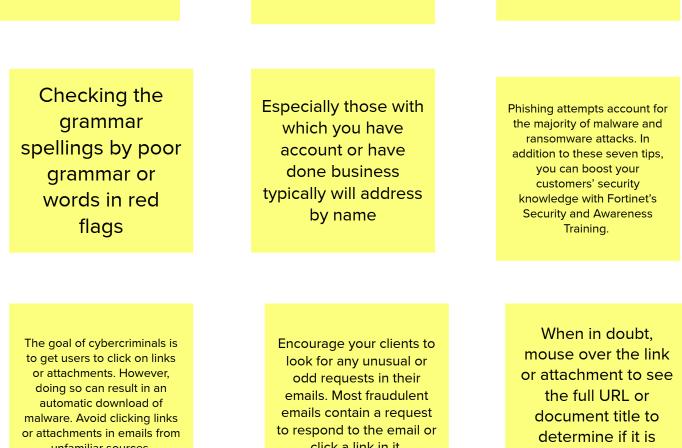




Person 2

unfamiliar sources.





It may sound

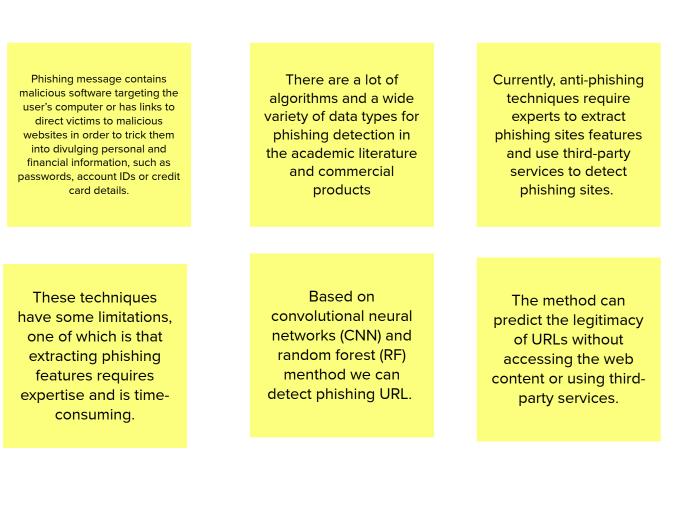
obvious however

by carefully

reading the email copy

legitimate

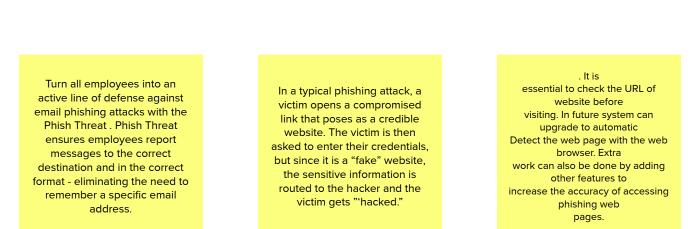
Person 3





Person 4





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 and break it up into smaller sub-groups.

① 20 minutes

TIP

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

