

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.

① 10 minutes

Team gathering

Set the goal

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

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.

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.

① 5 minutes

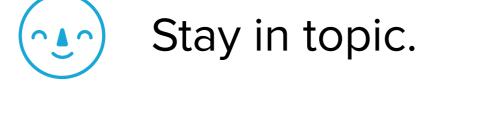
PROBLEM

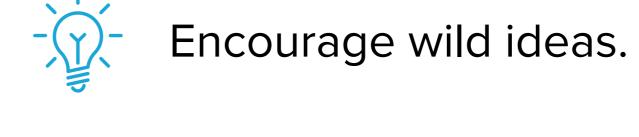
How might we [your problem statement]?



Key rules of brainstorming

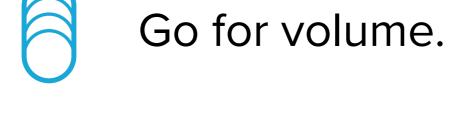
To run an smooth and productive session

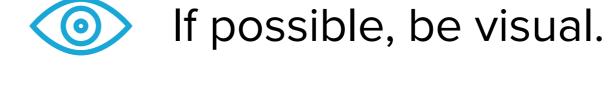










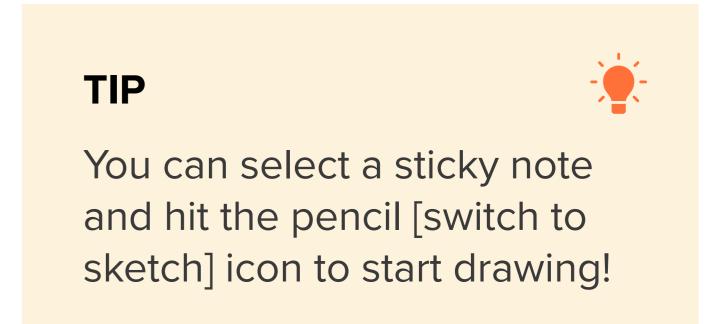




Brainstorm

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

① 10 minutes



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customer insights EASY
NAVIGATION
AND experience
with
tool

SIMPLE UI

Interactive dashboard

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PREDICTIONS
AND
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Easily
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INFOGRAPHICS INSTEAD OH JUST NUMBERS

Effective Marketting tools

Coach Sellers
with
Behavioral
insights

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Intividuallze selling at scale

Accelerate reveneus with AJ

Provide them a list oh variable option

Give a meter on reliability of predictions

Custom
layout for
each
endpoint

RUKMANI M

long term and short term solutions shom

GRAPHIC VIEW
COPARISON
WITH
COMPETITORS

ynamic and realtime

QQUALITY
ASSURENCE
AND SUPPLY
CHAIN
EFFICIENCY

Headline followed by detailed analysis



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.

① 20 minutes



Simple UI

Dynamic and REALTIME

Navigation with tool

Customers insights

Interactive dashboard

headline

NECESSARY FEATURES

Provide them a list of variable option

Long term and short term solution shown

TIP

Add customizable tags to sticky

notes to make it easier to find,

categorize important ideas as

themes within your mural.

browse, organize, and

Al based forcasting

helpline and support

PEEMIUM FEATURES...

coach sellers

Custom layout

Accelerate revenue with A

Infographics instead of just numbers

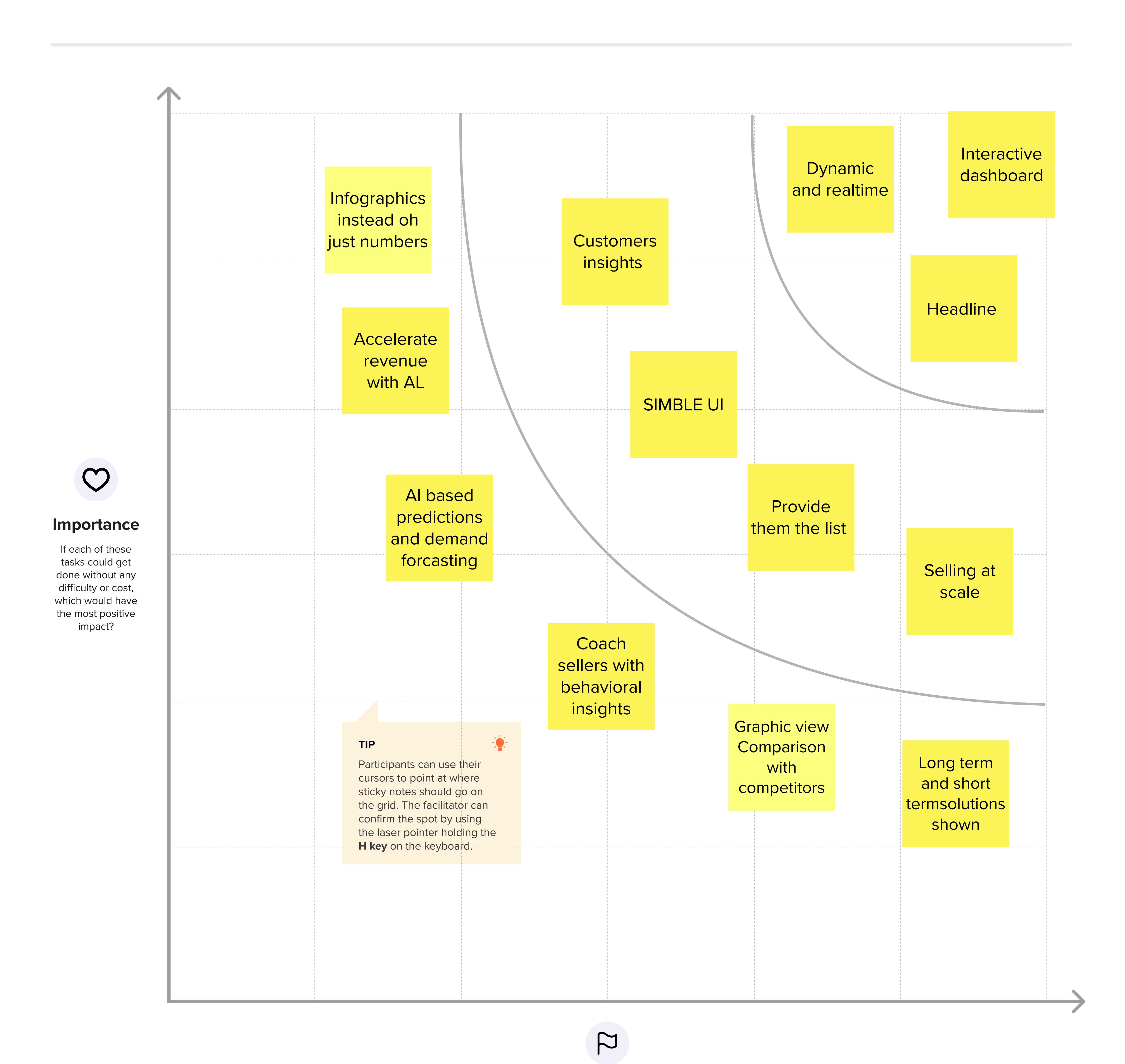
Graphic view



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.

① 20 minutes



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)