Conducting a brainstorm

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.

18 minutes to prepare
30-60 minutes to collaborate
3-8 people recommended

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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.

🕐 15 minutes

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

Set the stage for goal
1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and…")
4. **Stay focused on the topic at hand**
5. **Have one conversation at a time**
6. **Be visual** (Draw and/or upload to show ideas, whenever possible.)
7. **Go for quantity**

Learn how to use the facilitation tools?
Use the facilitation superpower to run a happy and Productive session.

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Choose your best "How Might We" Questions

The group should choose the first topic to pursue based on what appears to be the most promising for idea development in the areas you are attempting to affect. Share the brainstorm questions you created and let the group decide where to start.

🕐 10 minutes

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

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

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

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

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

Brainstorm solo

In the "solo brainstorm space," each participant starts by jotting down ideas in silence and entering them into the template. This fosters an environment that is welcoming to both introverts and extroverts. Decide on a deadline.
Encourage individuals to focus on quantity.

🕐 10 minutes

Narendran

Pavan

Nithyashree

Mounish

Brainstorm as a group

Everyone should enter their thoughts in the "group sharing space" of the template and request that the team read them aloud. Sort and categorise them collectively in accordance with common traits or themes. Discuss any difficulties that arise and offer solutions…

🕐 15 minutes

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

Prediction and analysis

Services

Features

Management

After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

A Share the mural
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

B Explore the mural
Narrow your focus to only the strongest few ideas by holding a Voting Session. Give each person 2 votes

Keep moving forward

2x2 Prioritization matrix
Build shared understanding and make collective decisions for moving ideas forward.
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Storyboarding
Show existing and/or future consumer experiences through the act of sketching.
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Pre-mortem
Harness the collective experience and wisdom of the team, before the project even starts.
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