



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



Team gathering

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



Set the goal

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.

Open article →



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.

5 minutes

PROBLEM
Farmers need to deal with many problems like cope with climate change soil erosion and biodiversity loss



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Encourage wild ideas.
- Listen to others.

Go for volume. If possible, be visual.



Brainstorm

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

10 minutes



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.

20 minutes

Soil erosion

Make shelter beds to save plants from harming

Soil erosion has destroyed entire civilizations

Manure/Pesticides

Improve soil quality by using natural manure

Smart pest management

Avoid using new pesticides

Eradicate introduced weeds on your property

Climate

Frequent Climate monitoring

Do farming in seasonal manner

Turn off irrigation system when rain is in the forecast



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons



Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

Open the template →



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →



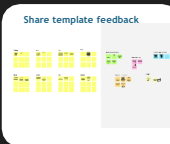
Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

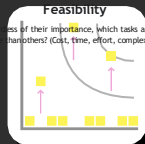
Open the template

Share template feedback

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Need some inspiration?



Feasibility

Feasibility of their importance, which tasks are most important? (Cost, time, effort, complexity)

