Workshop

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

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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.

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 big 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 focus of your brainstorm.

5 minutes

sample:
How might we [your problem statement]?

Tips to make it an awesome session

Focus on smooth and productive session

- Stay in topic.
- Encourage wild ide
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visua

Brainstorm

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

10 minutes

tip
You can combine 2 ideas into a new idea or add on to an existing idea, especially over lunch break! ideating!

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Read cursor
Follow along

Learn how to use the Miro platform in a live session with a Miro expert.

Open tutorial

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

tip
Add a presentable map or mind map to make it easier for first learners, organize, and prioritize ideas and discuss relevant points your result.

Accounting
Accounting

Legal and compliance

Legal and compliance

Sales
Sales

Sales Enablement

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.

20 minutes

Importance
In case of cloud computing, the data stored on the cloud is of high importance. Which ideas are critical to your business? Which ideas are most important?

Feasibility
Regardless of their importance, which tasks are easier (feasible/requires less time, effort, complexity, etc.)

tip
Photocopiable cost-per-idea matrix. Use this matrix to discuss ideas by relative cost and gain. Use the cost-per-idea matrix to discuss the gain for the cost of each idea. Use the matrix to discuss ideas and discussions.

Cost-per-idea matrix

Cost-per-idea matrix

Cost-per-idea matrix

Cost-per-idea matrix

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
  You can export 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.
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- Strengths, weaknesses, opportunities & threats
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template

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