Template

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

Share template feedback

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

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

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 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

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

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

2 Brainstorm

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

10 minutes

MUGESH KUMAR

- Ordering Natural Medicine
- Calorie Counter
- Food Intensifier
- Fast Relief Techniques
- Diet Preference

MUTHUKRISHNAN

- Keto Diet
- Customised Gym wears
- Personalised Nutrition
- Reservoiler
- Practise Yoga

SATHISH ARUMUGAM

- COUPING AND ACCUPRESSURE THERAPY
- VEGAN,PLANT BASED NUTRITION.
- AEROBICS TRAININGS.
- CROSS FIT RESISTANCE TRAINING.
- NOURISHMENT FOR THE GUT HEALTH.

PRAKASH

- Food Recipes
- Origin of Food
- Types of Food
- Famous Dishes or Cuisine of the Easern Region.
- Recommending Food Pairs for Which of the Diet

3 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.

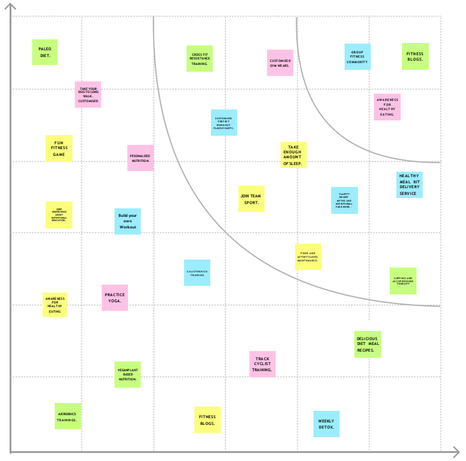
20 minutes

NUTRITIONAL		WORKOUT		PROGRAMS	
DELICIOUS DIET MEAL RECIPES.	PERSONALIZED NUTRITION	POWER LIFTING TRAINING.	PRACTICE YOGA.	FITNESS BLOGS.	DIY WORKOUT ACCESSORIES MAKING
BODYBUILDING.	KETO DIET.	CALISTHENICS TRAINING.	AEROBICS TRAININGS.	AWARENESS FOR HEALTHY EATING.	CUSTOMIZED GYM WEARS.
CLIMATE FRIENDLY FOOD AND DRINKS SUGGESTION PLAN	FOODS WHO GUTTERED BY GOOD BACTERIA'S	CROSS FIT RESISTANCE TRAINING.	TRACK CYCLIST TRAININGS.	HEALTHY MEAL DIET MEAL KIT DELIVERY SERVICE.	GLASS BOTTLE WATER WITH MEASURING
DIY HOMEMADE NATURAL SKIN CARE	CONFIDENCE STORY AND MEDITATION (PEP VIDEO)	FUN FITNESS GAME	TAKE YOUR DOG TO GYM/POOL.	STRENGTH TRAINING (CHALLENGING)	ONLINE PERSONAL TRAINING (GOOGLE LIVE)

4 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

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

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

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

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

B **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

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →