

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
Think about the problem you'll be focusing on solving in the brainstorming session.

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

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

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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

To find the nearest available potential plasma donor and to maintain optimal level of blood bank resePrRvOBeLEsM and a connecting platformH ofowr m biglhoto wde [dyoounrors and blood blanks.problem statement]?

Key rules of brainstorming To run an smooth and productive session Stay in topic. Encourage wild ideas. Defer judgment. Listen to others.

Write down any ideas that come to mind that address your problem statement. **① 10 minutes**

Jai Kumar M A Abirami S M Need immediate response S Patient medica l records

Visit In Home donation plasma camps collecio

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-



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



Quick add-ons

Share the mural

After you collaborate

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.

Share a view link to the mural with stakeholders to keep

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

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 Open the template →

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