



# 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 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

How might we [your problem statement]?



### Key rules of brainstorming

To run a smooth and productive session

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



## Brainstorm

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

10 minutes

TIP  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

### Chinni

Height	Blood pressure	Glucose
BMI	personal details	Name
Weight	Sex	Age

### Karthik Balaji

morality	gill bladder disease	mental illness
stroke	DISEASE	obesity
liveries	cardiomy heart disease	hypertension

### Jaichander

avoiding fast food	relaxation	reduce over weight
signs for relaxation	GOAL	eating healthy food
fatigue amount of sleep	regular exercise	maintaining balance diet

### Ajay Kumar

cardiomyd	fat	protein
Fiber	balanced diet	water
Iron	vitamin	mineral



## 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

TIP  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

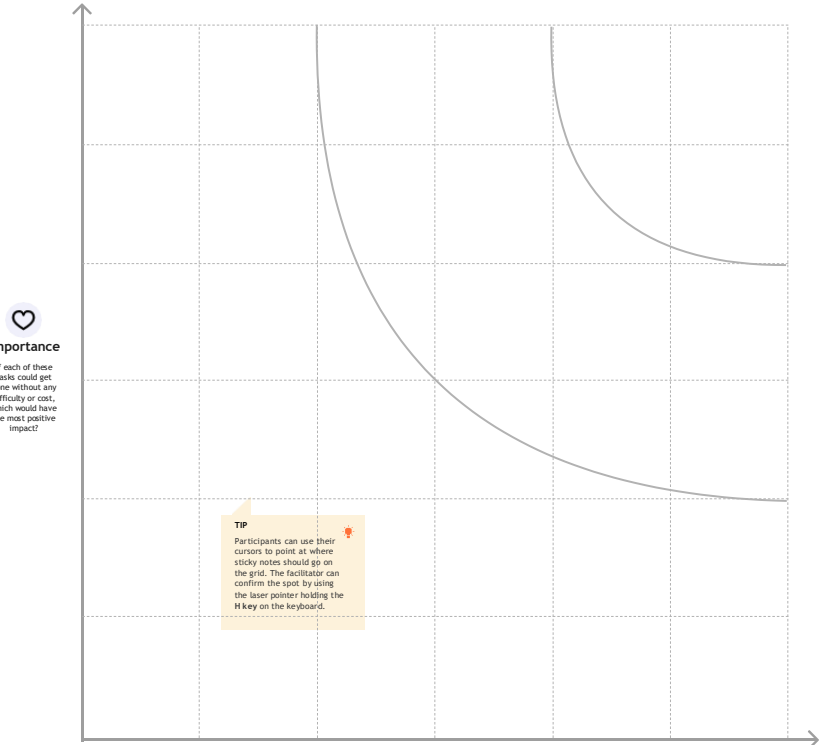
TIP  
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



## 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



## 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



### Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

