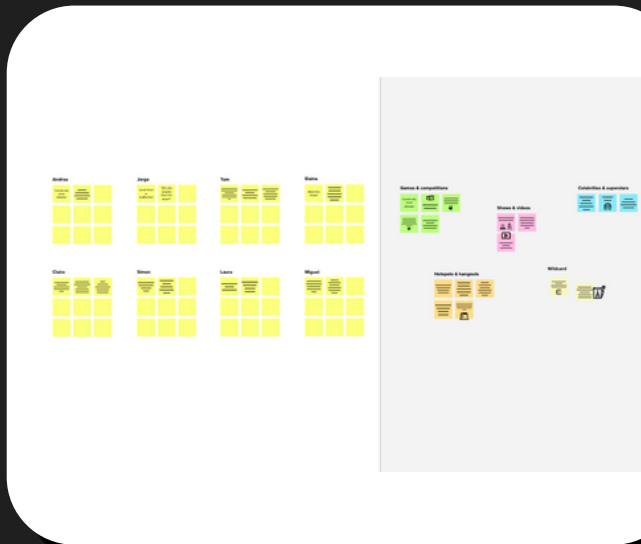


Brainstorm & idea prioritization

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



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



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

To improve the sales according to the customer demand and also for improvement of company growth.



Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- 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

TIP

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

S.S.INZAMAM-UL-HAQ

Marketing data to one place	Understand customer behaviour	Identifying strong and weak products
Getting to know latest trend	Improve value proposition and price points	Narrow and refine product offerings

Person 5

A.RASHEEN FAROOK.

Identify products that attract most sales	Identify right customer at right time	Developing improved insights
Identify the root cause for the failure of a product	Feedback and continuous improvement	Performance assessment and incentive plans

Person 6

B.KISHORE KUMAR

By providing price points	Getting the most out of current customers	Enhancing the customer experience
Strategies to stop up the marketing	Increase retention rates	Increase repeat purchases from existing customers

Person 7

B.KAVIN

Learning from competitors	Be not just sticky, but sticky with value	pricing strategy optimization
Greater upselling opportunities	Targeted marketing to our needs and increase ROI	Improving customer engagement

Person 8



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 can break it up into smaller sub-groups.

20 minutes

Customer	Product
Identify right customer at right time	Narrow and refine product offering
Understand customer behaviour	Identify products that attract most sales
Increasing repeat purchases from existing customer	

Price	Selling strategy
By providing price points	Strategies to set up the marketing
Pricing strategy optimization	Greater upselling strategies
Increase retention rates	Developing improved insights

TIP

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



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

