

Brainstorm & idea prioritization

PLASMA DONOR APPLICATION
TEAM MEMBERS:
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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

- 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

Define your problem statement

Although the government is carrying out Covid vaccination campaigns on a large scale, the number of vaccines produced is not enough for all the population to get vaccinated at present. And with the corona positive cases rising every day, saving lives has become the prime matter of concern. As per the data provided by WHO more than 3 million people have died due to the coronavirus (<https://covid19.who.int/>). However, apart from vaccination, there is another scientific method by which a covid infected person can be treated and the death risk can be reduced. This plasma therapy is an experimental approach to treat corona-positive patients and help them recover. This plasma therapy is considered to be safe & promising. A person who has recovered from Covid can donate his/her plasma to a person who is infected with the coronavirus

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

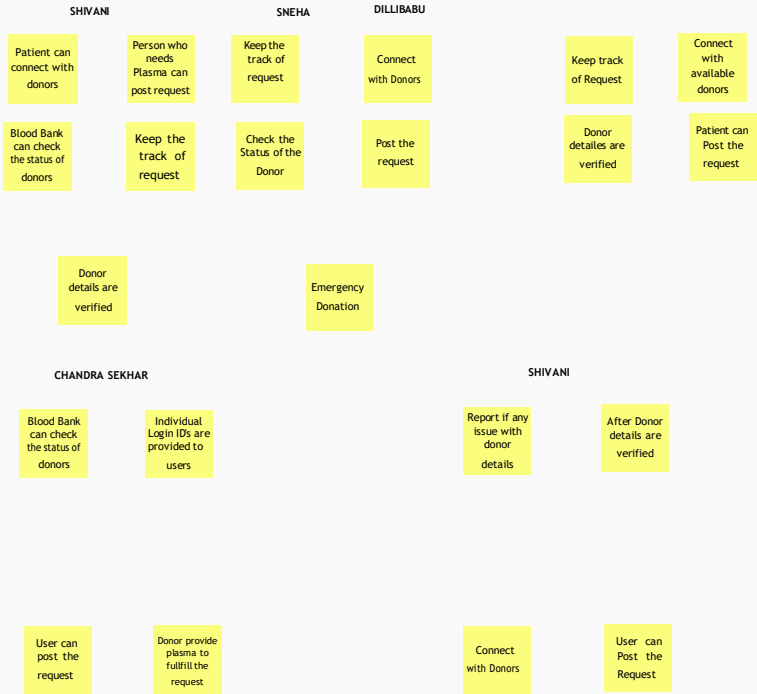
Go for volume.

If possible, be visual.

Brainstorm

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

10 minutes



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 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

Importance

If each of those 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.

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