Brainstorm & ideaprioritization

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.

(L) 10 minutes to prepare 1 hour to collaborate

2-8 people recommended

session. Here's what you need to do to get going. 10 minutes

the brainstorming session.

Before you collaborate

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

A little bit of preparation goes a long way with this

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

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.

is becoming/being converted to digital from a physical/analog entity.

It is necessary to access information from anywhere. It reduces the hassles of

gain profound knowledge in their interests. It wouldn't look weird when

getting knowledge and information that has happened before and will promote everyone to know better about the current events and will motivate everyone to

Key rules of brainstorming To run an smooth and productive session

Defer judgment. (2) Listen to others.

- Encourage wild ideas.

Stay in topic.

♠ 5 minutes

Problem Statement

Rebisha S

Brainstorm

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

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

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

CITY COLOR

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

secure and trusted ecosystem Importance If each of these tasks could get done without any difficulty or cost, which would have

> Feasibility Regardless of their importance, which tasks are more

feasible than others? (Cost, time, effort, complexity, etc.)

Share template feedback

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

Quick add-ons

After you collaborate

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

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

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 _

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.

Share template feedback