

Define your problem statement

your problem as a How Might We statement. This will be the focus of your brainstorm.





What problem are you trying to solve? Frame

10 minutes

Brainstorm

Write down any ideas that come

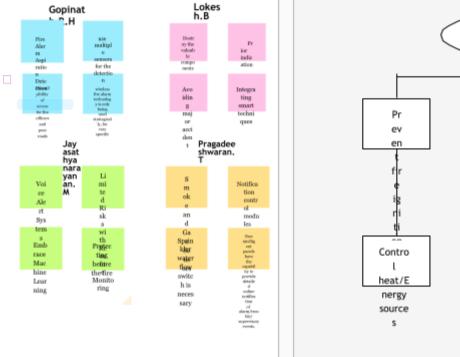
to mind that address your

problem statement.

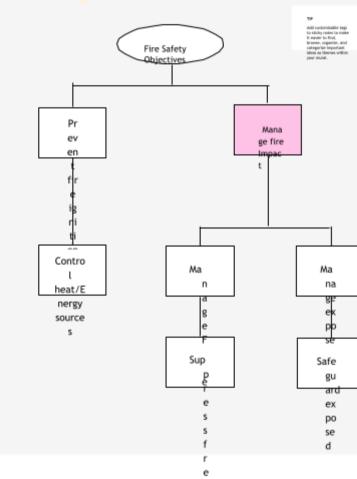
You can select a sticky note and hit the pencil [weigh to sketch] from to start drawing!

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.

Group ideas

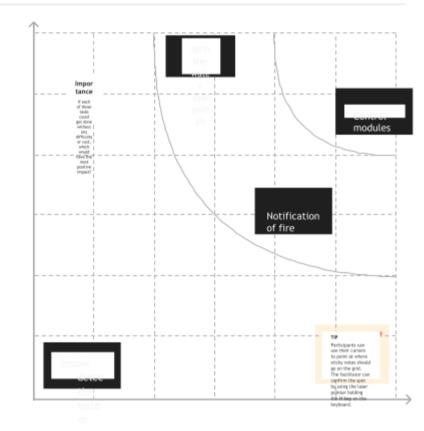


Take turns sharing your ideas while clustering similar or related notes as you go.



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.



Feasibility

Regardless of their importance, which tasks are more fassible than states? (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.

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
- Export the mural
 Export a copy of the mural as a PNG or POF to attach to emails, include in slides, or save to 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 (9W0T) to develop a plan.

Open the template Share template feedback