

Step 2: Brainstorm, Idea listing and Grouping

2

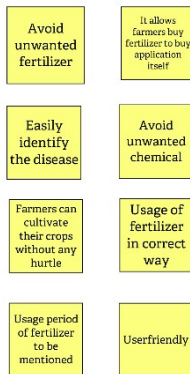
Brainstorm

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

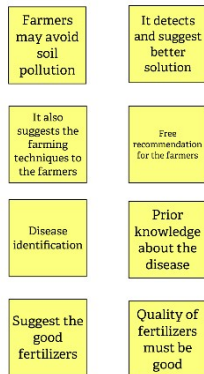
10 minutes

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

UmaMaheshwari.S



KavyaLexmi.S



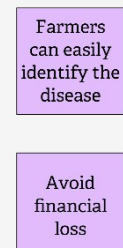
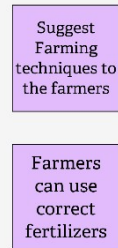
3

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 can break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, organize, organize, and categorize. Repetition shows as patterns within your mural.



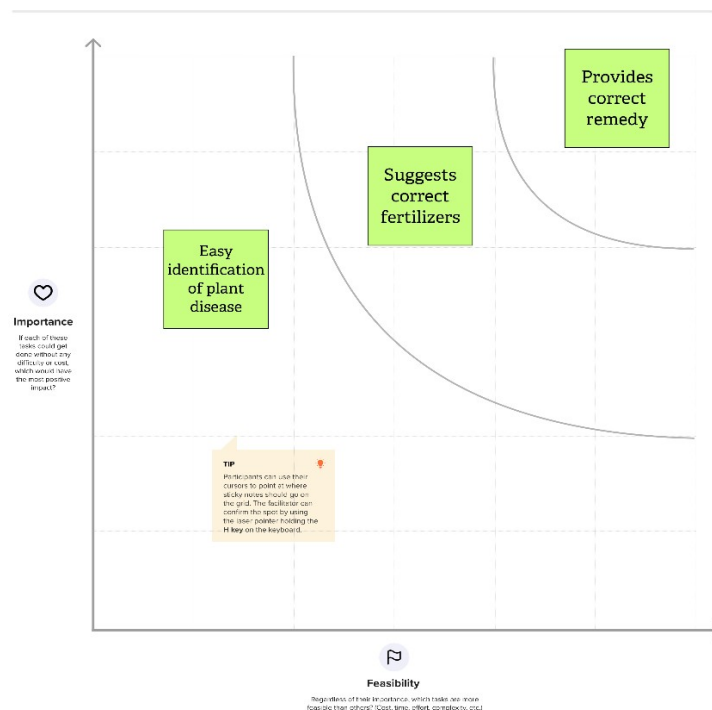
Step 3: Idea Prioritization

4

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



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

5

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 ahead of 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](#)