



## 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



### 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

How might we [your problem statement]?



#### 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 (which is dark) to turn it into drawing!

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### 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

#### Advantages

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