



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



Before 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.



Define 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

While sanctioning monetary loans, banks, and other lending authorities need to have a surety of getting their money back along with interest on it. So, they need to know the credibility of the borrower before lending the money. For this, the lending authorities need to verify the background and credibility of the borrower thoroughly. However, going through several variables and factors manually for every borrower is a time taking process and is highly inefficient



Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic
- 💡 Encourage wild ideas
- ⏸️ Defer Judgement
- 👂 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



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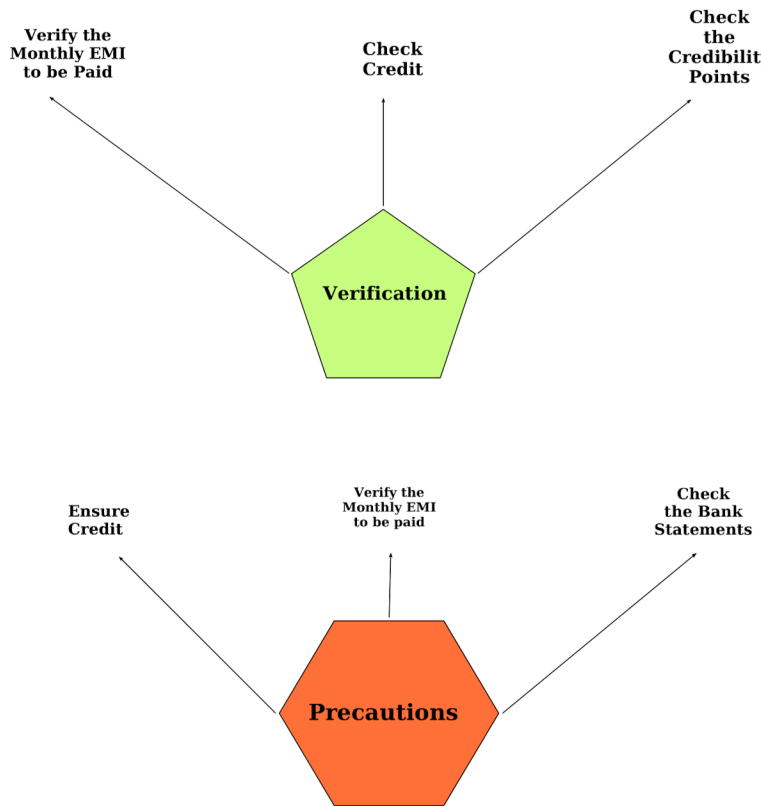
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Group ideas

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



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

