Template

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 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

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.

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 perform analytics on hospital's health care data?

Brainstorm

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

10 minutes

Rakesh

Understand the data available
Review business case/ value/ problem/ needs
Understand patients' needs
Find ways to handle large volume of data
Avoid any errors in data
List - Bar graph - all graph
Use - Bar graph - all graph

Mugil

Gather required data
Develop business model of processes
Provide effective maps
Consider customer satisfaction
Get insights from the data
Maintain reliability

Jegathees

Get insights from data available
Understand user problems
Use effective analytics methods
Understand business requirements
Understand user needs
Ensure high reliability

Naveen

Find optimal solution for getting insights
Understand business analytics
Ensure high reliability
Understand the results
Perform pre processing data if needed
Ensure the form of the output

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.
Encourage wild ideas.
Defer judgment.
Listen to others.
Go for volume.
If possible, be visual.

Group ideas

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

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 and 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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Importance

If each of these tasks could get done regardless of any difficulty or cost, which would have the *most positive* impact?

Feasibility

Regardless of their importance, which tasks are more

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

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

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

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

Share template feedback

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