

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

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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

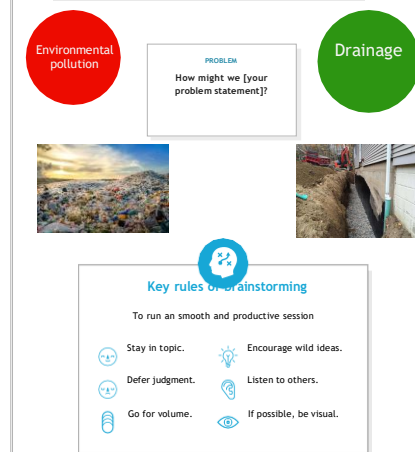
A Team gathering
Define who should participate in the session and send invites. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

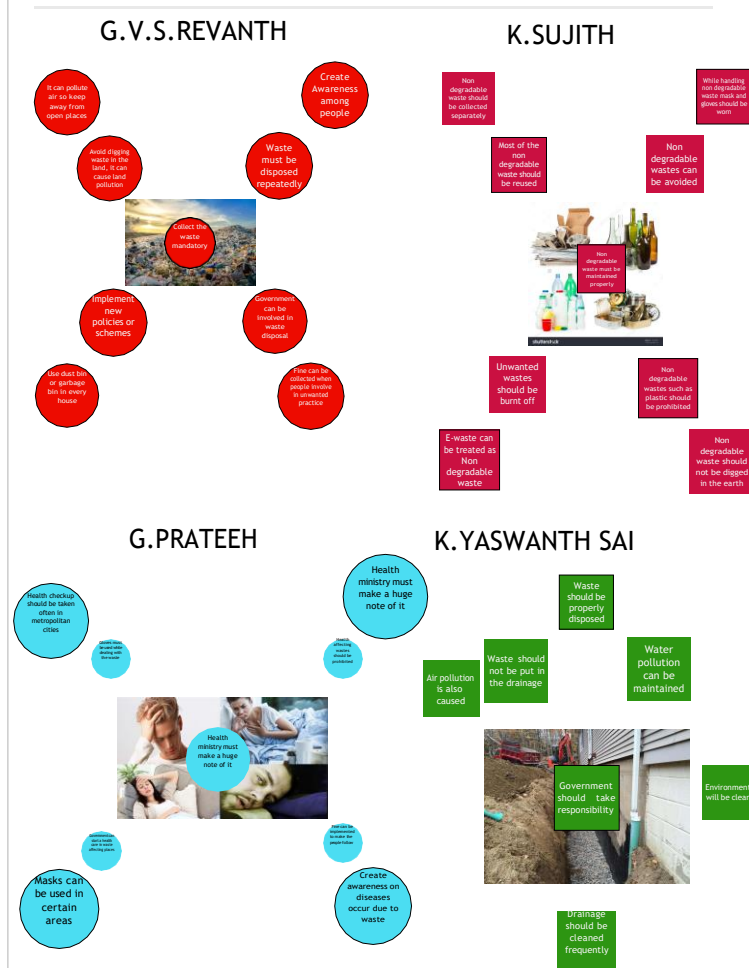
 **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

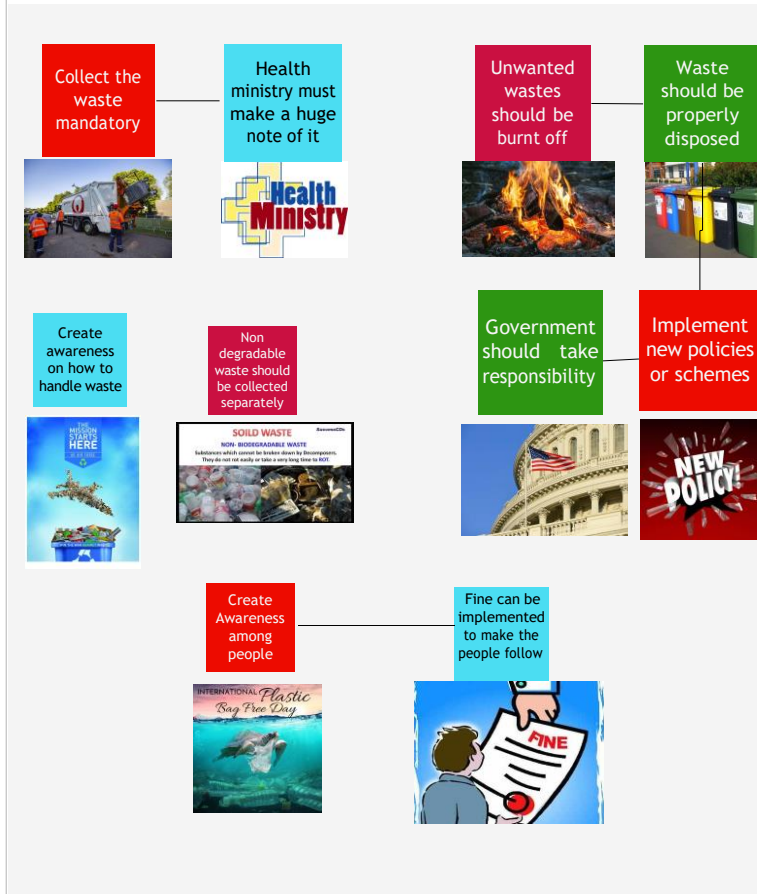
PROBLEM STATEMENT



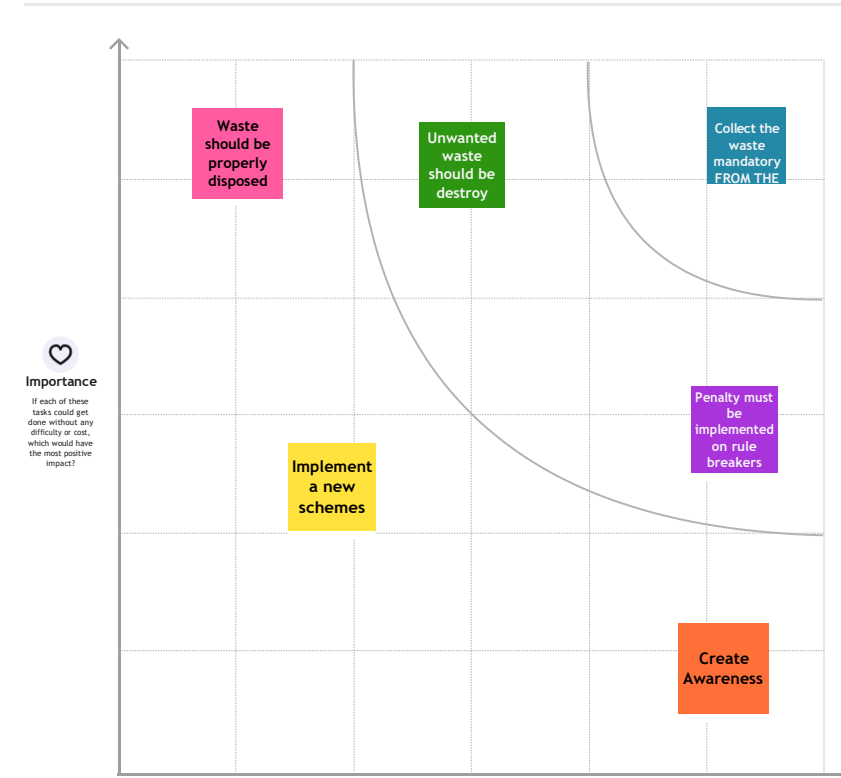
IDEAS



GROUP IDEAS



PRIORIZE



Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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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.

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