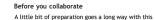


## **Brainstorm** & idea prioritization

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



session. Here's what you need to do to get going.

① 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.





Encourage wild ideas.

Listen to others.

Stay in topic.

Defer judgment.

Define your problem statement

focus of your brainstorm.

① 5 minutes

What problem are you trying to solve? Frame your

problem as a How Might We statement. This will be the









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 and break it up into smaller sub-groups.

20 minutes

ld all be on the same page about what's important moving our ideas on this grid to determine which ideas are important and Quick add-ons Set your Goal Plan your grocery trips.

After you collaborate can export the mural as an image or pdf to share with members of your company who might find it helpful.

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.

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

Feasibility Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)





Share template feedback