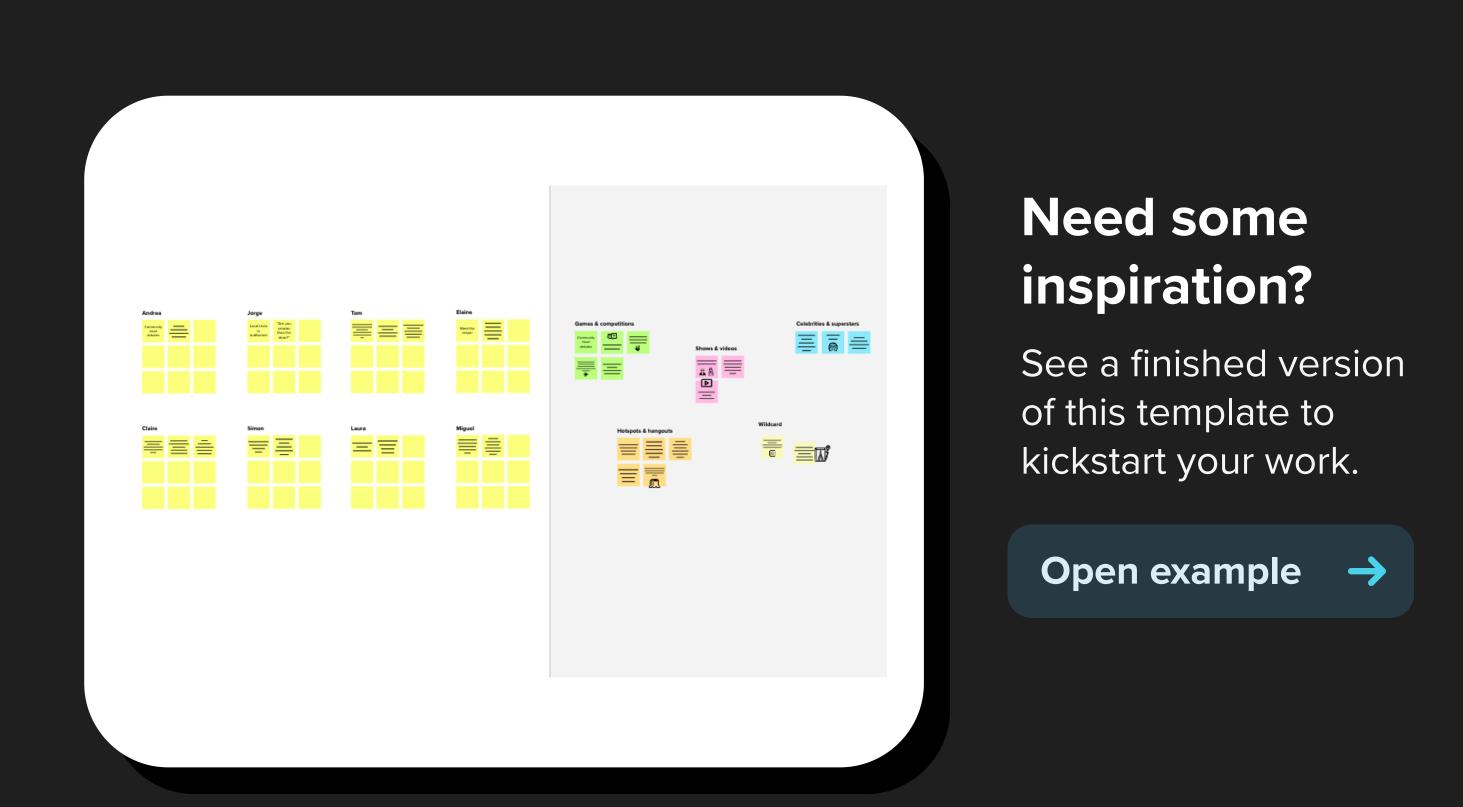


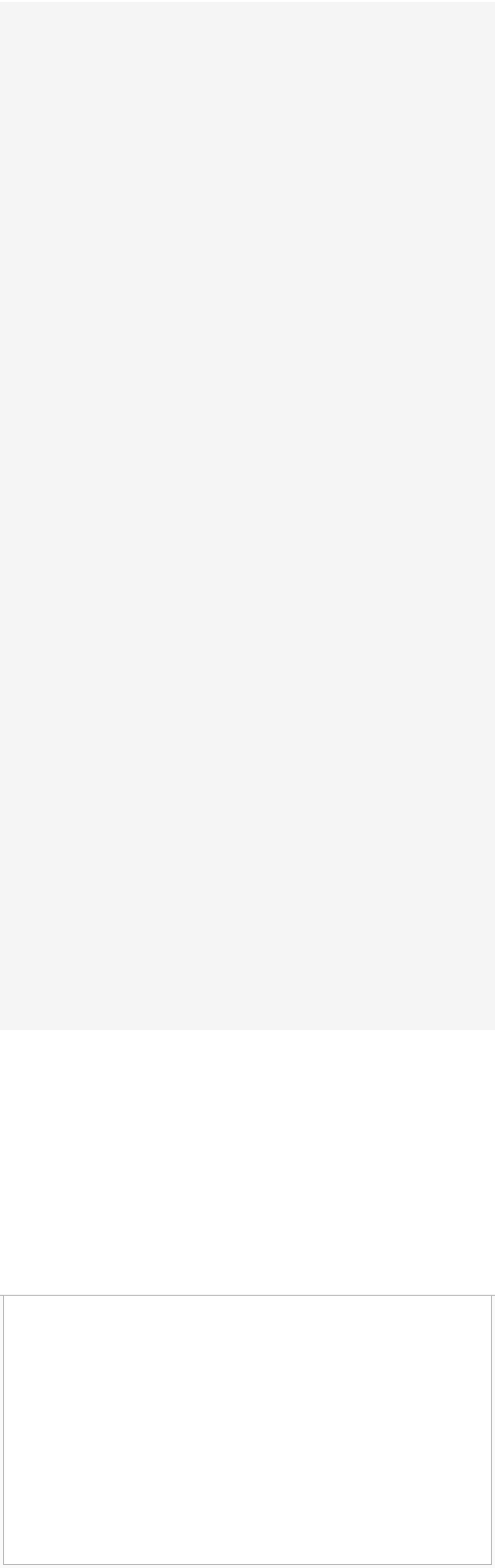
Brainstorm & idea prioritization

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.

- (L) 10 minutes to prepare
- 1 hour to collaborate
- **2-8 people** recommended

Share template feedback



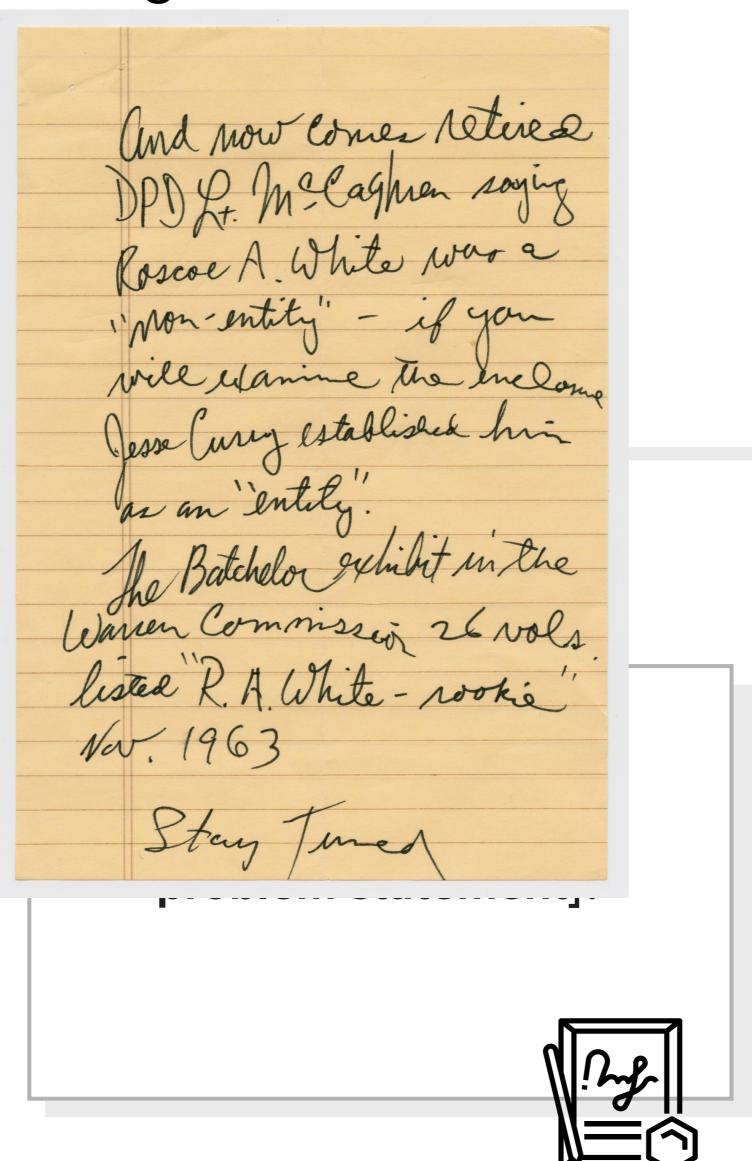


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the

focus of your br

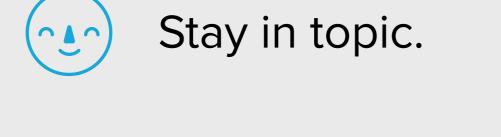
5 minutes

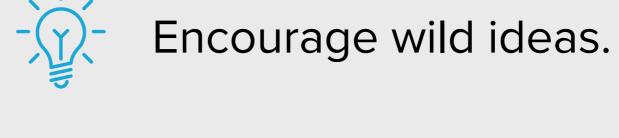


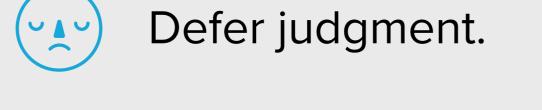


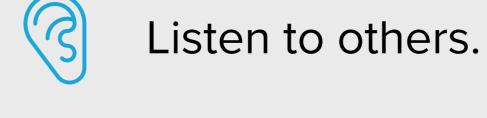
Key rules of brainstorming

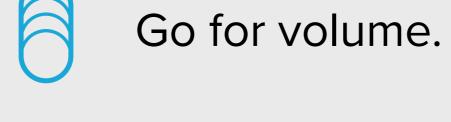
To run an smooth and productive session

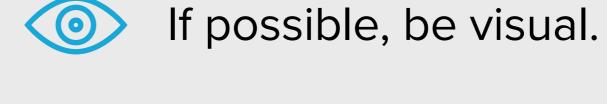












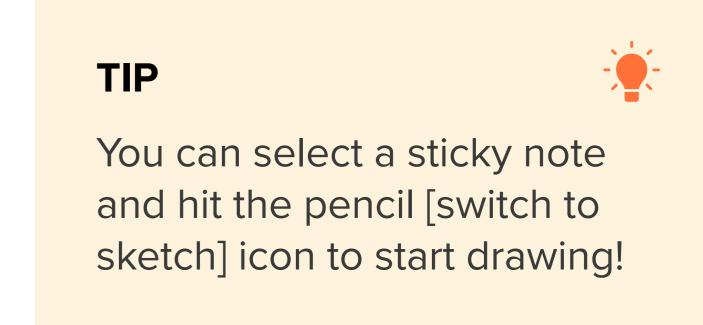


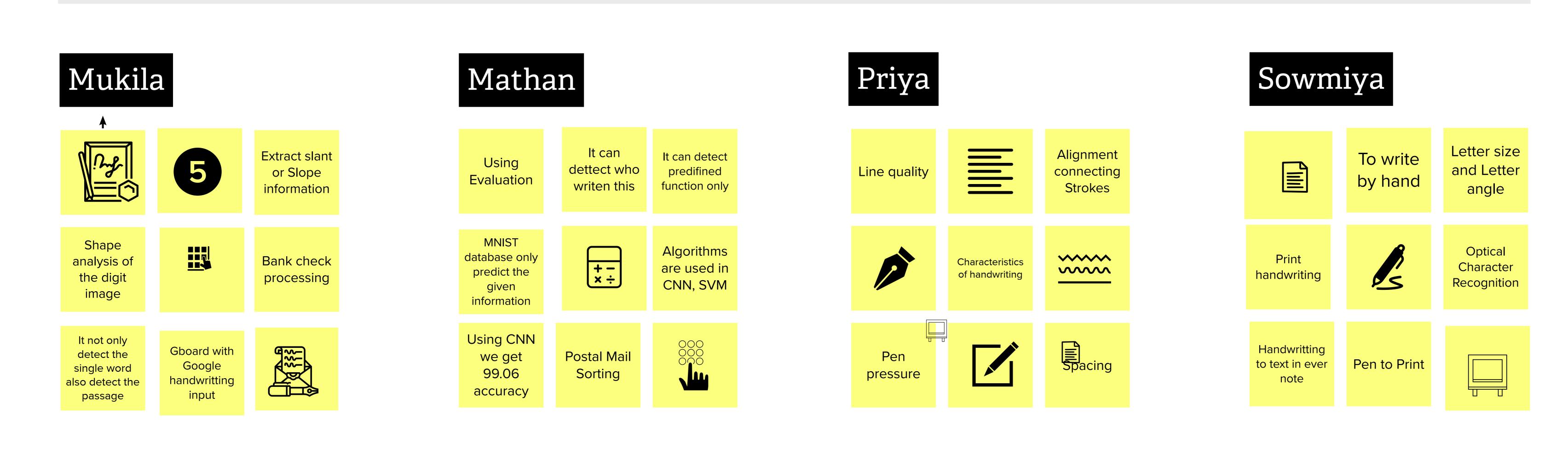


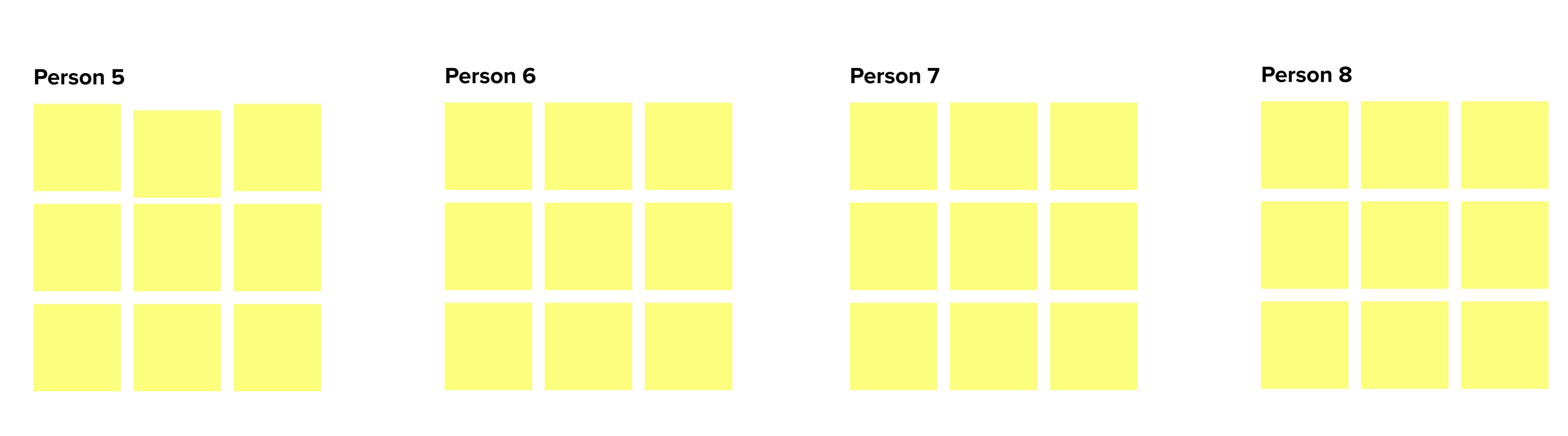
Brainstorm

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

① 10 minutes









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.

① 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.



Prioritize

Your team should all be on the same page about what's important forward. Place your ideas on this grid to determine which idea which are feasible.

① 20 minutes



Importance

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

TIP

Participants can use the cursors to point at whe sticky notes should go the grid. The facilitator confirm the spot by us the laser pointer holding the key on the keyboard



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



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.

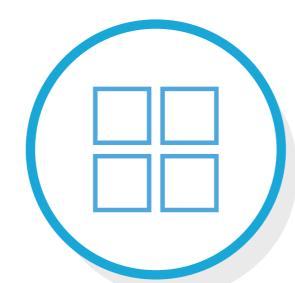
Open the template →



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template →

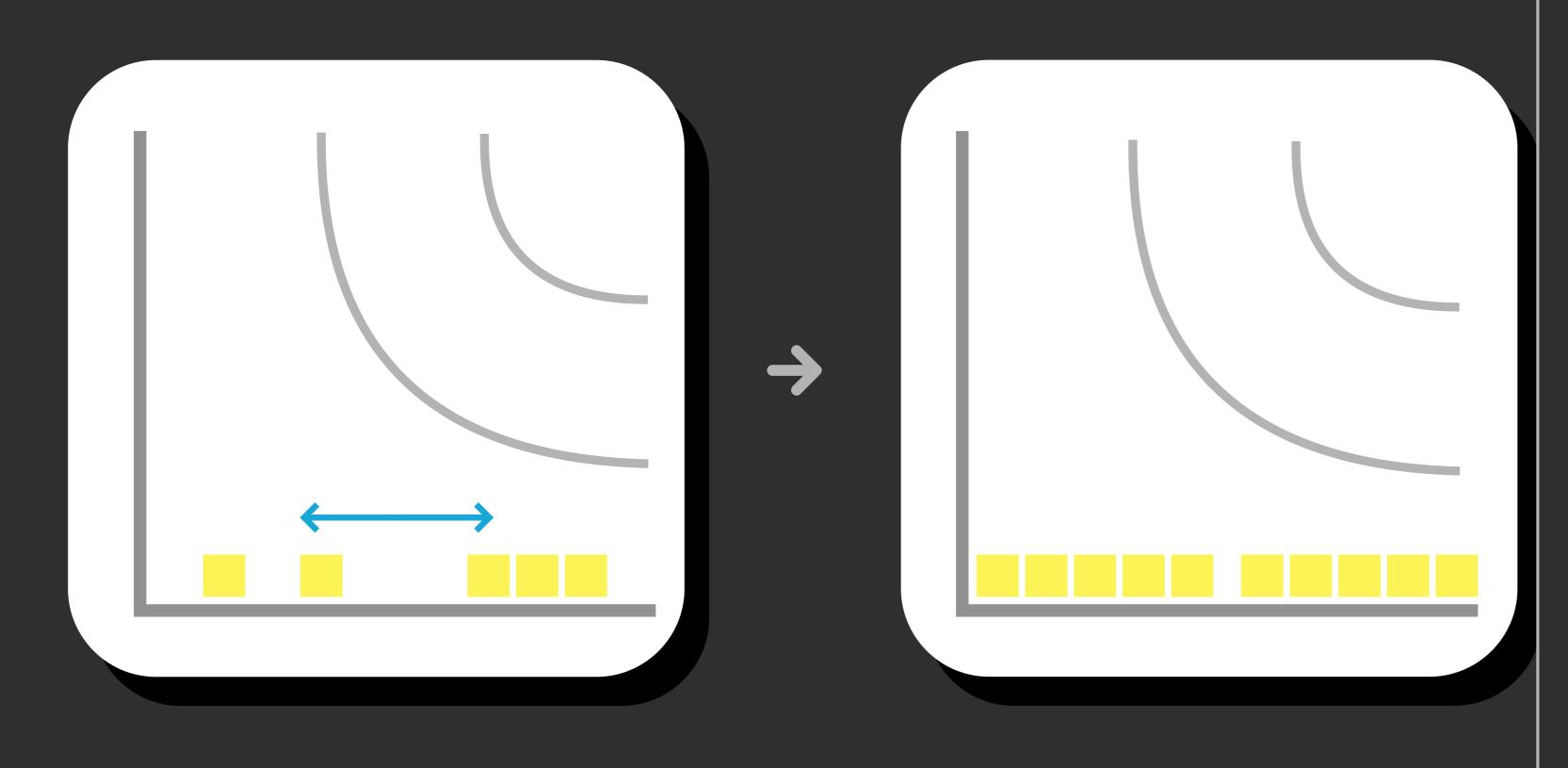


Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template →







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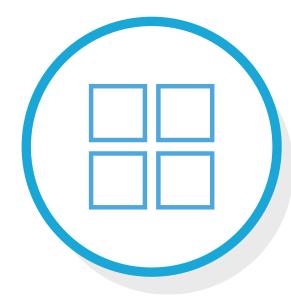
Open the template →



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Share template feedback