

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.

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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 can break it up into smaller sub-groups.

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.

You 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 a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Strategy blueprint
Define the components of a new idea or strategy.

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Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.

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Strengths, weaknesses, opportunities & threats

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

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

