




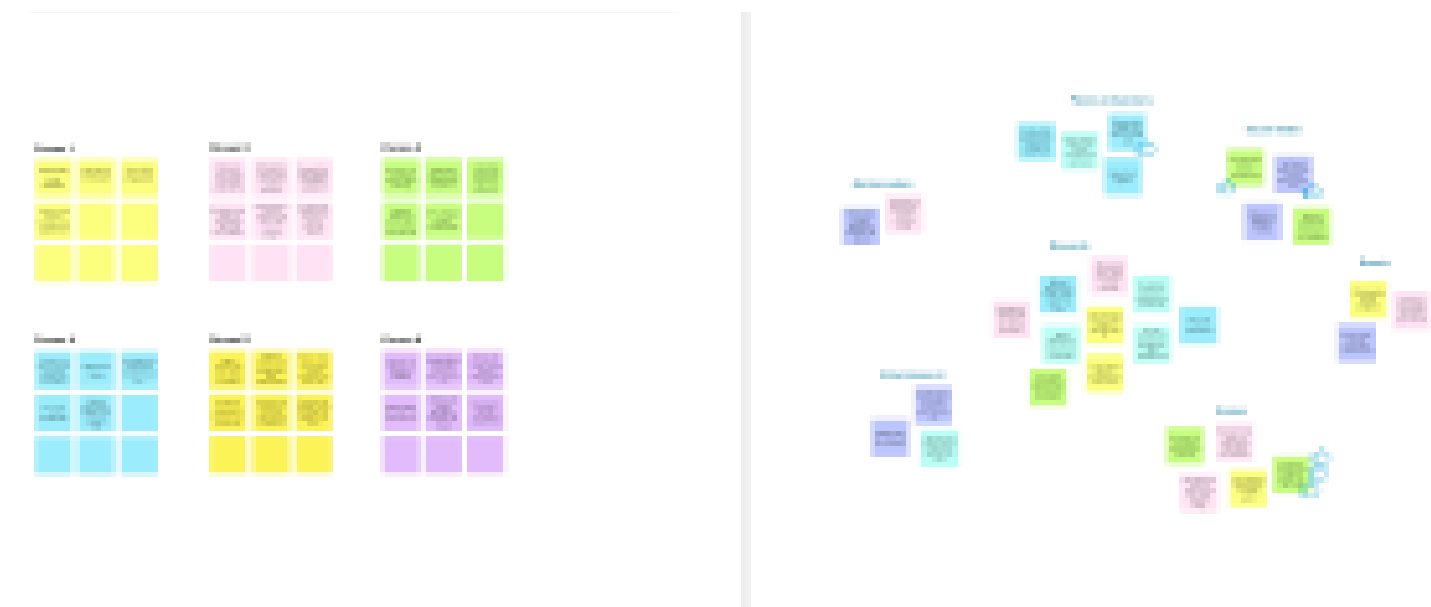
# Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

-  **15 minutes** to prepare
-  **30-60 minutes** to collaborate
-  **3-8 people** recommended


Created in partnership with  **Meta**  **Meta**

 [Share template feedback](#)



## Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) 

## Brainstorm & idea prioritization

Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members 2-8 people recommended .

1

## Choose your best "How Might We" Questions

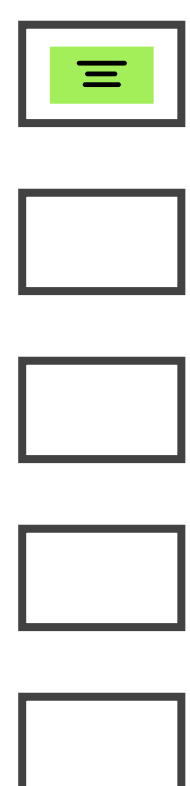
Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

 10 minutes

---

## PROBLEM STATEMENT

To produce Accurate  
prediction  
of energy output from based  
on the wind condition at its  
surroundings



## Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

ROOBIYA M

transmission

inexhaustible

regression tree used

↑

monitor condition

modelling data

generator

concept of power curve

based on linear curve

control wind turbine

AARTHI T

use wind pumps

use wind mills

more efficient

reduces energy imports

wind turbine curve model

supply energy

using large blades

reduce consmption

life time 20-25 years

ASVITHA K

map weather data

use mobile app

world wide increasing role

increasing role

predict weather

non predictable

less power cut

no pollutant

good to rural area

NARMATHA D

Eco friendly

use LSTM for prediction

Based on weather condition

cannot be predicted

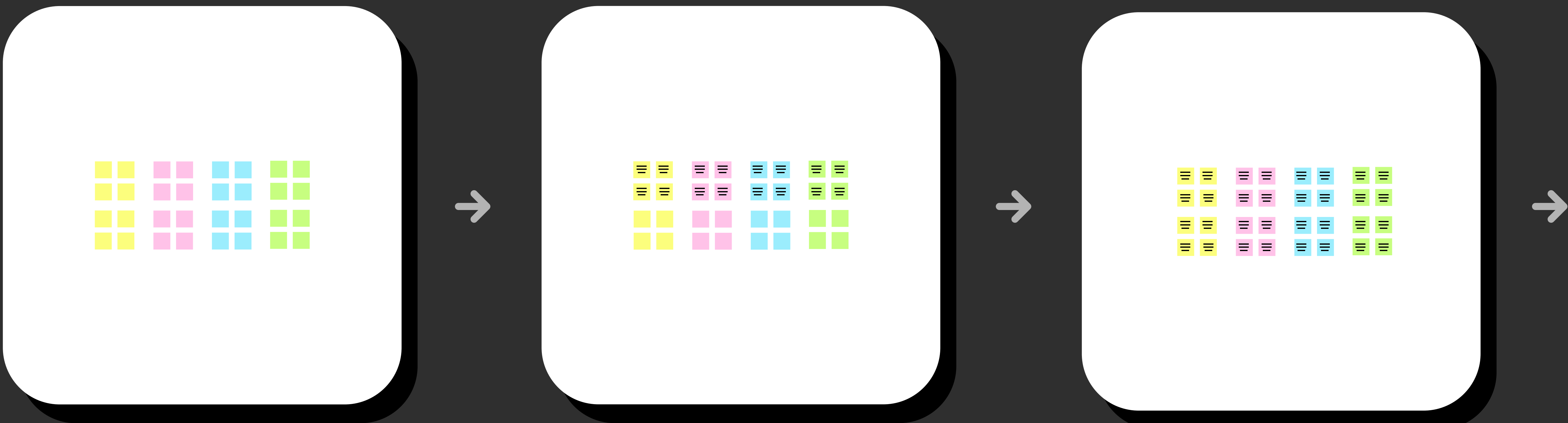
individual neutral network

Environment friendly

Convert machanical energy

to electrical energy

Renewable Energy





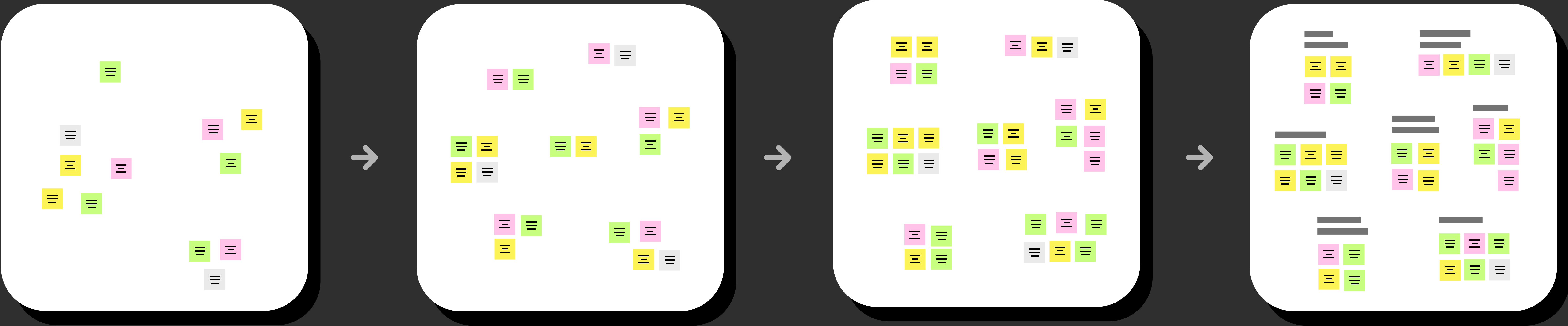
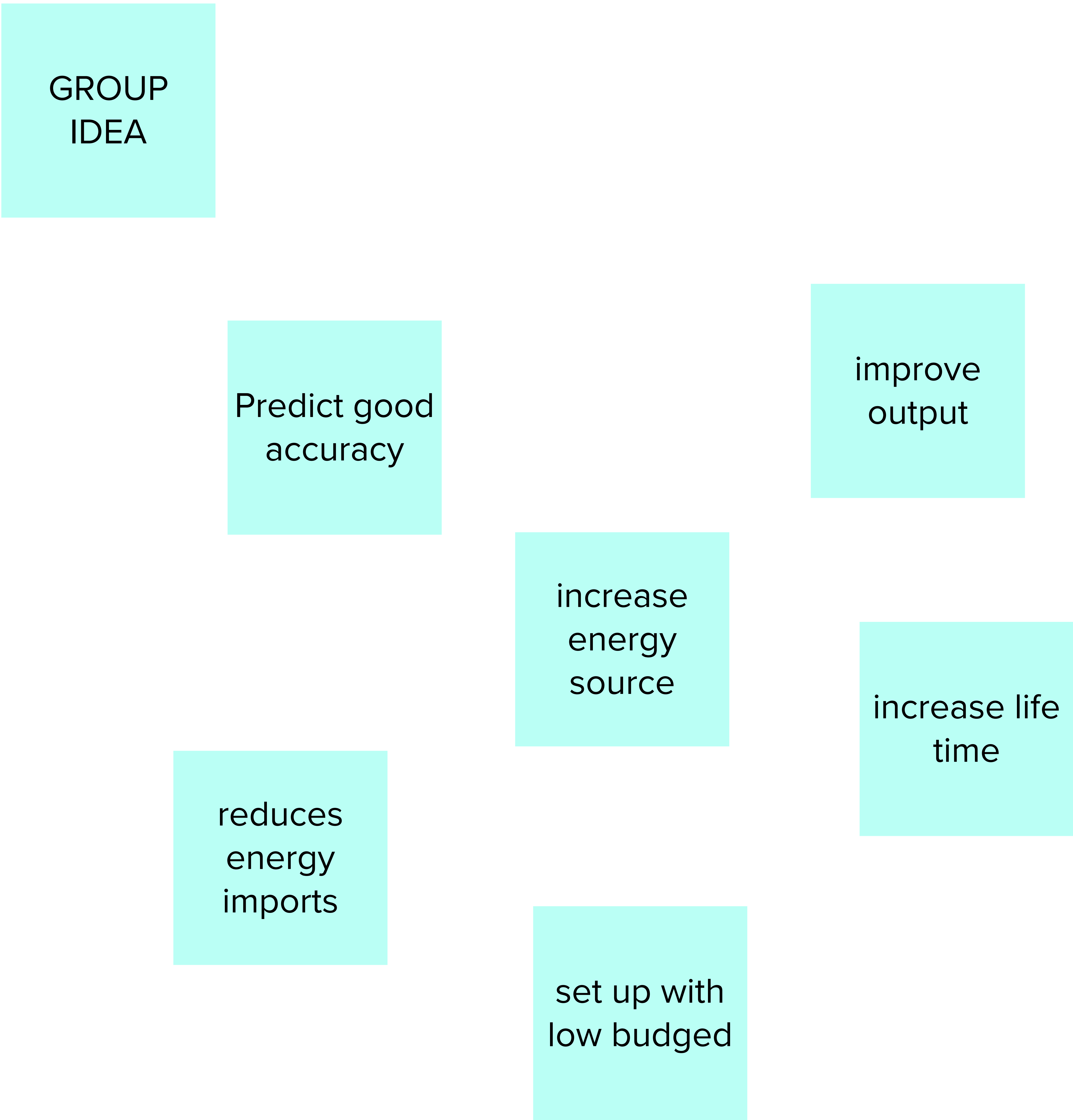
### Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

TIP

You can use the **Voting session** tool above to focus on the strongest ideas.

🕒 15 minutes



4

## Decide your focus

Give each person two icons to vote which idea should your team focus on.

 5 minutes

### IDEA PRIORITIZATION

CREATES  
WEALTH AND  
LOCAL  
EMPLOYNENT

LESS  
POLLUTION

MAP  
WEATHER  
DATA TO  
ENERGY

ENVIRONMENT  
FRIENDLINESS

GENERATE  
MORE  
POWER





## After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

---

### Quick add-ons

A

#### Cluster related ideas

Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

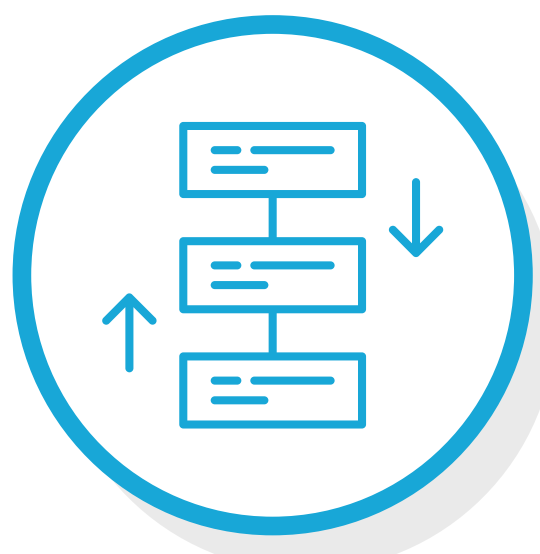
B

#### Vote on the most promising ideas

Narrow your focus to only the strongest few ideas by holding a **Voting Session**. Give each person 2 votes

---

### Keep moving forward



#### 2x2 Prioritization matrix

Build shared understanding and make collective decisions for moving ideas forward.

[Open the template →](#)



#### Storyboarding

Show existing and/or future consumer experiences through the act of sketching.

[Open the template →](#)



#### Pre-mortem

Harness the collective experience and wisdom of the team, before the project even starts.

[Open the template →](#)

---

 [Share template feedback](#)