



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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Need some inspiration?
See a finished version of this template to kickstart your work.
Open example



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 an invite. 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.
- C** Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
Open article

1

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 brainstorm.

5 minutes

PROBLEM
How might we [your problem statement]?

Listen to others.

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Go for volume.
- If possible, be visual.

2

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

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

VARUN
It affects world economic wealth
Crude oil moves through insight of supply and demand
Rising the demand and declining the production encourage traders

Rajesh
Crude oil prices are energetic
Supply and demand is one of the fundamental concepts of economics

Tharun
Traders can take this as a signal that demand is increasing
Challenging business deal on the oil prices
The goal is to locate and estimate possible of a resources
challenging companies operate the wells of crude oil

Kamal
Crude oil demands the major part of economic development
The fall of industries were bidding for supply and demand
Oversupply of crude oil in the challenging session

Person 5

Person 6

Person 7

Person 8

3

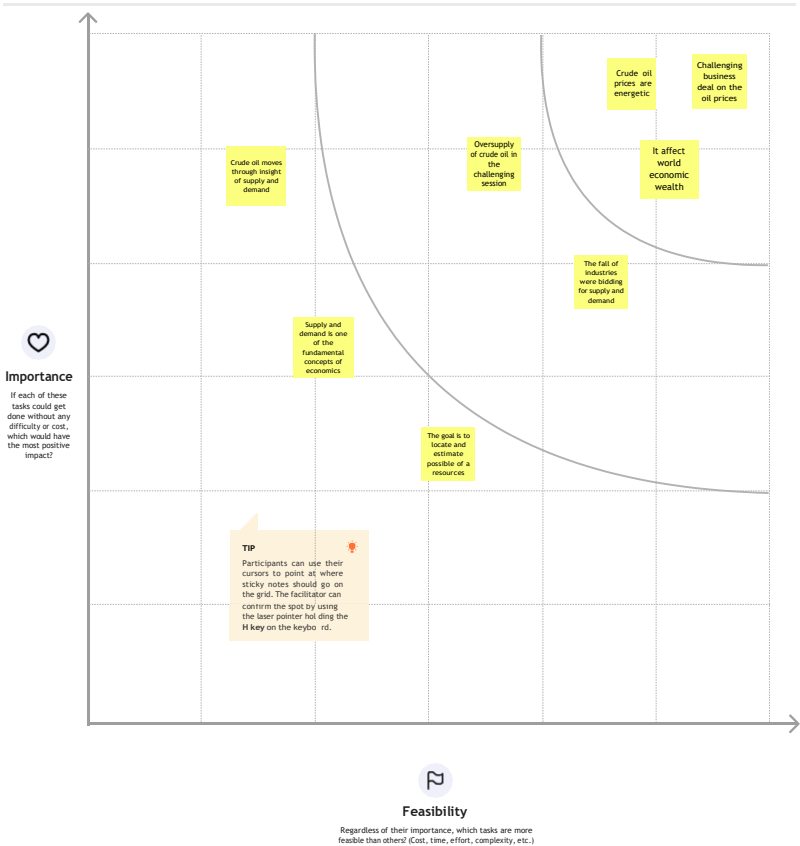
Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4

Prioritize
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.

20 minutes



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.
Open the template

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