Template

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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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.

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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
Safe guarding the swimmers lives in swimming pools

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- 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!

LALITHA

- Proper usage of the resources
- Set a backup plan
- Usage of motion sensors
- Track individual's performance

ANITA

- Reach customer on a common platform
- Conclude with an exact solution
- Improve the process with new techniques
- Learn from failed procedures

ARTHI

- Track the process regularly
- Ensure the availability of resources
- Learn about other related problems
- Stick to the process schedule

JEEVITHA

- Study the past and future problems
- Clear view over the real time problem
- Consider customer feedbacks
- Meet customers often

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.

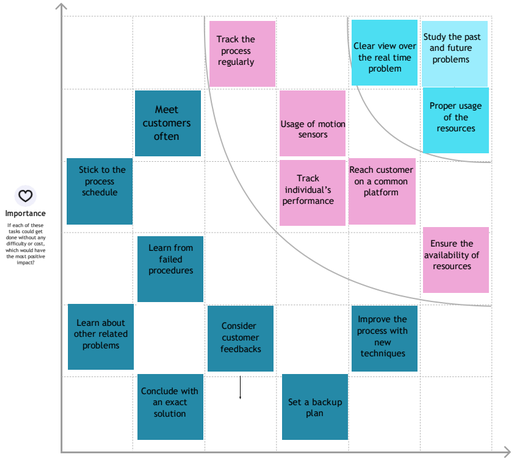
20 minutes

- `Deliver the solution
- Create additional context
- Cultivate customer centricity
- Empower your customers
- Never stop learning
- Understand what your customers want
- Be more human
- Assess the situation
- Make it easy to contact you
- Track customer requests everywhere
- Use negative experiences to turn things around
- Listen to the customer and show genuine empathy
- Empower your employees
- Work toward personalization
- Reach out using social media
- Understand how you are performing

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.
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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.
  Open the template

Share template feedback

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