

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

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. ①10 minutes

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Team gathering

Set the goal

Define who should participate in the session and send an PROBLEM invite. Share relevant information or pre-work ahead. Think about the problem you'll be focusing on solving in

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focus of your brainstorm. ①5 minutes

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.

Define your problem statement

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

How might we [your problem statement]?

Person 5

2

Brainstorm

①10 minutes

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

What is the How to Correct reach the time to age limit place donate

Ramachandran S N

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.









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.

① 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.

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

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Share template feedback

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