## Brainstorm &ideaprioritization

Use this template in your ownbrainstorming sessions so your teamcan unleash their imagination andstartshaping concepts evenif you'renot sitting in the same room.

1hourtocollaborate

2-8peoplerecommended

Beforeyoucollaborate A little bit of preparation goes along way withthis session. Here's what you needto do to get going. cus ofyour brainstorm. ① 10minutes ♠ 5minutes

Define whoshould participateinthesession andsendaninvite. Share relevant information or pre-work ahead.

Thinkaboutthe problem you'llbefocusingonsolvinginthebrainstormingsession. Learnhowtousethefacilitationtools UsetheFacilitationSuperpowerstorunahappyandproductives

ession. Openarticle ->

## Defineyourproblemstatement

What problem are you trying to solve? Frame vourproblemasaHowMightWestatement.Thiswillbethefo

Stayintopic.Def Encouragewildideas.L

Goforvolume.

Ifpossible, bevisual.

## Brainstorm Writedownanyideasthatcometomindthat

address your problemstatement.

① 10minutes



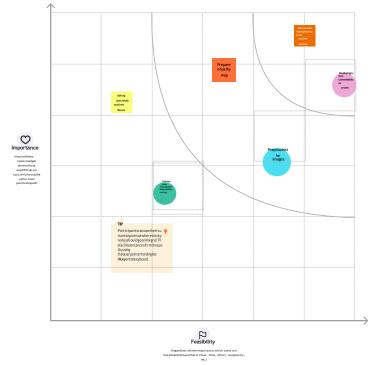
Groupideas

♠ 20minutes

Take turns sharing your ideas while clustering similar or related notes as you go. Once all stick you will be a similar or related notes as you go. Once all stick you will be a similar or related notes as you go. Once all stick you will be a similar or related notes as you go. Once all stick you will be a similar or related notes as you go. Once all stick you will be a similar or related notes as you go. Once all stick you go. Oncnotes have been grouped, give each clusterasentence-like label. If a cluster isbigger thansixsticky notes, try and seeifyou and break it up into smaller sub-groups.

Add customizable tags to stickynotes to make iteasier to fird\_browse, crganize, and categorize/important deassathemes withinyour mural.

## Yourteamshouldallbeonthesamepageabout what'simportantmovingforward. Placeyourideas onthisgridtodeterminewhichideas are important and which are 20minutes



animageorpdftosharewithmembersofyourco mpanywhomight findit helpful. Quickadd-ons Shareaviewlinktothemuralwithstakeholderstokeepthem in the loop about the outcomes of the session. ExportacopyofthemuralasaPNGorPDFtoattachtoemails, includeinslides, orsaveinyour drive. Keepmovingforward Strategyblueprint Define the components of a new idea or strategy. Openthetemplate Customerexperiencejourneymap Understandcustomerneeds, motivations, and obstacles foran experience. Openthetemplate Strengths, weaknesses, opportunities@threats Identifystrengths, weaknesses, opportunities, a ndthreats (SWOT) to developa plan. Openthetemplate

Sharetemplatefeedback

Afteryoucollaborate

Youcanexportthemuralas









