Template

# 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.

- 10minutestoprepare
- 1hourtocollaborate
- 2-8peoplerecommended

Sharetemplatefeedback

## Beforeyoucollaborate

Alittlebitofpreparationgoesalongwaywith this session. Here's what you needto do to get going.

10minutes

- **Teamgathering**
  Define whoshould participatinthesession andsendainvite. Share relevant information or pre-work ahead.
- **Setthegoal**
  Thinkabouthe problem you'lllbefocusingonsolvinginthebrainstormingsession.
- **Learnhowtousethefacilitationtools**
  UsetheFacilitationSuperpowersforunahappyandproductives ession.
  Openarticle

## Defineyourproblemstatement

What problem are you trying to solve? Frame yourproblemasaHowMightWestatement. Thiswillbethefo cus ofyour brainstorm.

5minutes

Keynotesofbrainstorming

Torunanrmoothandproductivesession

- Stayintopic.Def
- Encourageeliddeas.L
- erjudgment.
- Isteniscoothers.
- Goforvolume.
- Ifpossible, bevisual.

## Brainstorm

Writedownanyideaathatcometomindthat address your problemstatement.

10minutes

TIP
Youcanselectastickynoteandhit theparen[]switcha sketch[]constantdrawing!

Praveen kumar

Dhivagar

prabakaran

Thiru

## Groupideas

Taketurnssharingyourideaswhileclusteringsimilarorrelatednotesasyougo. Oncealltsticky notes have been grouped, give each clusterasentence-like label. If a cluster isbigger thansixsticky notes,try andbeerifyou and break it up intosmallersub-groups.

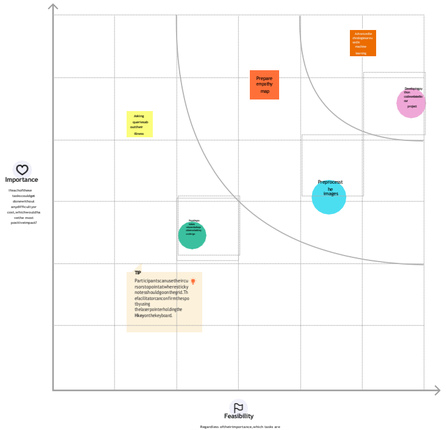
20minutes

TIP
Add customtitle tags to stickynotes to make iteasier to find.Intaxes,organize,and categorizeyourideas.

## Prioritize

Yourteamshouldallbeonthesamepageabout what'simportantmovingforward. Placeyourideas onthisgridtodeterminewhichideas are important and which are feasible.

20minutes




## Afteryoucollaborate

Youcanexportthemuralas animageorpdftosharewithmembersofyourco mpanywhomight findit helpful.

### Quickadd-ons

- **Sharethemural**
  **Shareareviewlink**tothemuralwithstakeholdersto keepthem in the loop about the outcomes of the session.
- **Exportthemural**
  Exportacopyofthemuralasa PNGorPDFtoattachtoemails, includeinslides, orsaveinyour drive.

### Keepmovingforward

- **Strategyblueprint**
  Definethecomponentsofanewideaorstrategy.
  Openthe템plate
- **Customerexperiencejourneymap**
  Understandcustomerneeds, motivations, andobstacles foran experience.
  Openthe템plate
- **Strengths, weaknesses, opportunities&threats**
  Identifystrengths, weaknesses, opportunities, a nd threats (SWOT) to developa plan.
  Openthe템plate

Sharetemplatefeedback

Needsomeinspi ration?

See templatesrecommend ed forthis activitytoseehowothers mightuseit work.

Openexample