

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
- 2-6 people recommended

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

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 **Before you collaborate**  
A little bit of preparation  
session. Here's what you  
 10 minutes

**Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or prework ahead.

**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.

**PROBLEM**

Jack is a student who wants to join an university.  
his profile is good for joining the university, he  
wants to join according to his marks and his  
ability



**Key rules of brainstorming**  
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- One idea at a time.
- Build on the ideas of others.

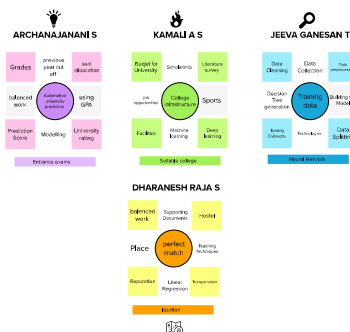
**2**

**Brainstorm**

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

 10 minutes

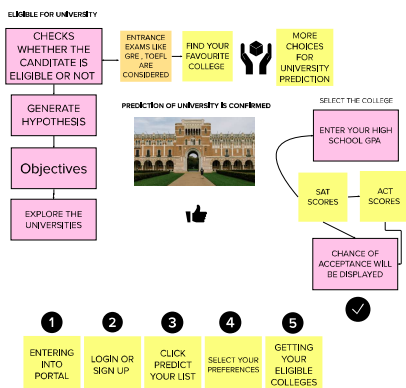
**Tip** You can select a sliding note



**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 a mini-sum. If you need, break it up into smaller sub-groups.

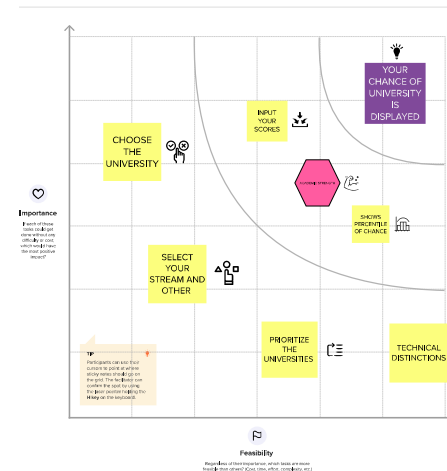
119



#### 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.

[30 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

**Share the mural**  
Share a [view link](#) to the mural with stakeholders to keep them in the loop about the outcomes of the session.

**Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to email, include in slides, or save in your drive.

Keep moving forward

**Strategy Blueprint**  
Define the components of a new idea or strategy.

 **Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.

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

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The diagram illustrates the steps of the greedy algorithm for the knapsack problem. It shows four stages of the process:

- Initial State:** A knapsack with a capacity of 10 is shown. There are four items with the following values and weights: Item 1 (Value: 6, Weight: 2), Item 2 (Value: 4, Weight: 1), Item 3 (Value: 3, Weight: 3), and Item 4 (Value: 2, Weight: 1). The items are sorted by their value-to-weight ratio.
- Selection:** The item with the highest value-to-weight ratio (Item 1) is selected for addition to the knapsack.
- Knapsack State:** The selected item (Item 1) is added to the knapsack, leaving a remaining capacity of 8.
- Iteration:** The process repeats, selecting the next item with the highest value-to-weight ratio (Item 2) and adding it to the knapsack, leaving a remaining capacity of 7.