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

Share template feedback

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

Open example →

Brainstorm

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

10 minutes

Press | **Esc** | **to exit full screen**

Gowtham

- Gather all of the marketing data
- Adjust data for seasonality
- Record this data in visual dashboards.
- Predicting Sales

prabhakaran

- Create a reporting system
- better solutions to current challenges
- Improving sales team performance
- Automation for accuracy

harish

- provide actionable insights
- build better strategies
- Customer Lifetime Value (LTV)
- Sales Opportunities

jacob

- Improve lead generation
- Analyzing customer sentiment
- Better Cross-selling and Up-selling
- Setting the right price

surya

- Evaluate Product Performance
- Sales Growth
- Understand Specific Deal Metrics
- Gather Customer Feedback

team

- Improve lead generation
- Sales target.
- Sell-through rate
- improve organizational decision-making

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Create a sentence-like label. If a cluster is bigger and break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas or themes within your mural.

Category 1

- Predicting Sales
- Setting the right price
- Sales Growth
- Sales target.

Category 2

- Create a reporting system
- Evaluate Product Performance
- better solutions to current challenges
- Improve lead generation

Category 3

- build better strategies
- Adjust data for seasonality
- improve organizational decision-making
- Automation for accuracy

Category 4

- Gather Customer Feedback
- Better Cross-selling and Up-selling
- Improving sales team performance
- Record this data in visual dashboards.

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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the cursor pointer holding the H key on the keyboard.

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Grid notes: Gather all of the marketing data, Understand Specific Deal Metrics, Analyzing and reporting on sales data using cognos analytics, build better strategies, Sales target, Analyzing customer sentiment, Create a reporting system

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 emails, include in slides, or save to 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.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

Share template feedback