

Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorming is a series of steps that sets the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking off a new project and want to hit the ground running with big ideas that will move your team forward.

10 minutes to prepare

30-60 minutes to collaborate

3-6 people recommended

Share template feedback

Need some inspiration?

See a finished version of this template in action? Check out our other templates.

Open images

1

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.

10 minutes

Choose your best "How Might We" Questions

Create 3-5 bold statements before the activity to propose them to the team.

Set the stage for creativity and inclusivity

Go over the brainstorming rules and keep them in front of your team with transparency to encourage collaboration, openness, and creativity.

1. Encourage wild ideas (If none of the ideas sound a bit ridiculous, then you are thinking yourself too much)

2. Deferring judgement (This can be as direct as having a "no" or as subtle as a disapproving tone or talking over one another)

3. Build on the ideas of others (I want to build on that idea" or "based on what you said...")

4. Stay focused on the topic at hand

5. One conversation at a time

6. Be visual (Draw and/or update to show ideas, whenever possible)

7. Go for quantity

Interested in learning more?

Check out the Meta Team Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

Open the website

Share your best "How Might We" Questions

What are the key features of the most real estate management system?

2

Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids groupthink and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

10 minutes

Person 5

Person 6

Person 7

Person 8

Person 5

Person 6

Person 7

Person 8

3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

10 minutes

"A blockchain-powered real estate management system ensures secure, transparent, and tamper-proof property transactions and data management."

The development of a real estate management system entails creating a digital platform for efficient property operations, from listings and financial management to tenant interactions and maintenance requests.\*

Person 5

Person 6

Person 7

Person 8

4

Decide your focus

Give each person two icons to vote which idea should your team focus on.

5 minutes

BHUVANASREE

DEVISHREE

HARSHINI

INIVASHREE

BHUVANASREE

DEVISHREE

HARSHINI

INIVASHREE

5

After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

Quick add-ons

Cluster related ideas

Look for patterns or similarities in the brainstorm ideas. Clusters may be combined together to form a stronger concept?

Vote on the most promising ideas

Reduce your focus to only the strongest few ideas by holding a Voting Session. Give each person 2 votes

Keep moving forward

2x2 Prioritization matrix

Build shared understanding and make collective decisions for moving ideas forward

Open the template

Storyboarding

Show existing and/or future customer experiences through the act of sketching.

Open the template

Pre-mortem

Anticipate the collective experience and wisdom of the team, before the project even starts.

Open the template

Share template feedback

1

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