Template

Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set 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.

- **15 minutes** to prepare
- **30-60 minutes** to collaborate
- **3-8 people** recommended

Created in partnership with:

Meta

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.

15 minutes

1. **Choose your best "How Might We" Questions**
   Create 5-HMW statements before the activity to prepare more to the team.
2. **Set the stage for creativity and inclusivity**
   Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism, and creativity.
   - 1 **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
   - 2 **Defer judgment** (Ideas are not to be judged or even **merit** or **quality** in a conversation form or talking over one another.)
   - 3 **Build on the ideas of others** (It won't to build on that idea" or the value of "yes, and...")
   - 4 **Stay focused on the topic at hand**
   - 5 **Have one conversation at a time**
   - 6 **Be visual** (Draw and/or upload to show ideas, wherever possible)
   - 7 **Go for quantity**
3. **Interested in learning more?**
   Check out the Meta Blueprint Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

   Open the website

Choose your best "How Might We" Questions

Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting one question to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

10 minutes

QUESTION
How to face the sweet shop competitor ?

QUESTION
How do I manage tweet of business?

QUESTION
How do you attract customers to buy sweets?

QUESTION
How do I get customers to buy more ?

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 group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

10 minutes

JOGAN. O

KUMARAVEL. S

MADHAVAN. S

JAYATH SATHAR. S

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

TIP
You can use the **Voting session** tool above to focus on the strongest ideas.

Decide your focus

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

5 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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

1. **Cluster related ideas**
   Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.
2. **Vote on the most promising ideas**
   Prioritize the clusters of ideas that emerged 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 meeting and/or future consumer experiences through the act of storytelling.
Open the template

Pre-mortem
Ideate on the subtle/or experience and wisdom of the team, before the project even starts.
Open the template

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your session.
Open example