

# 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



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example



# 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.

① 10 minutes

- Team gathering

  ANITHA PL , DINESH V , SANGEETHA K , SELVAM S
- Set the goal

  Google Business Profile
- Learn how to use the facilitation tools
  Use the Facilitation Superpowers to run a happy and productive session.

Open article



# 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.

(i) 5 minutes

#### **PROBLEM**

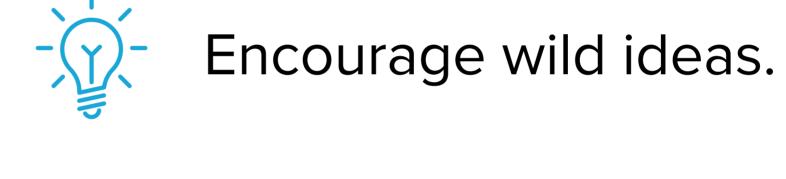
Inaccurate data and poor reviews affect our Google Business Profile.



## Key rules of brainstorming

To run an smooth and productive session

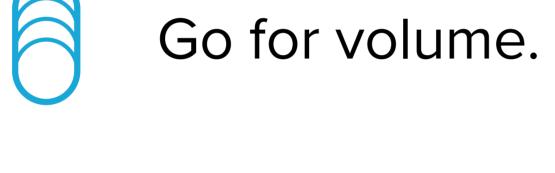




If possible, be visual.









## Brainstorm

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

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Person 1

Start by claiming your business on Google to gain control over the profile.

Fill out all fields with accurate information, including name, address, phone number, and website.

Upload highquality images that showcase your business, products, and services.

#### Person 2

Write a compelling business description that includes relevant keywords.

Ensure that your hours of operation are up-to-date and accurate.

Encourage satisfied customers to leave positive reviews to build trust.

#### Person 3

Engage with reviewers by responding to both positive and negative feedback.

Share updates,
events,
promotions, and
news to keep
the profile
active.

Utilize Google
Posts to
feature special
offers and
news.

## Person 4

Connect your website for more detailed information and direct traffic.

Highlight specific products or services you offer.

Monitor profile analytics to understand user behavior and improve your online strategy.

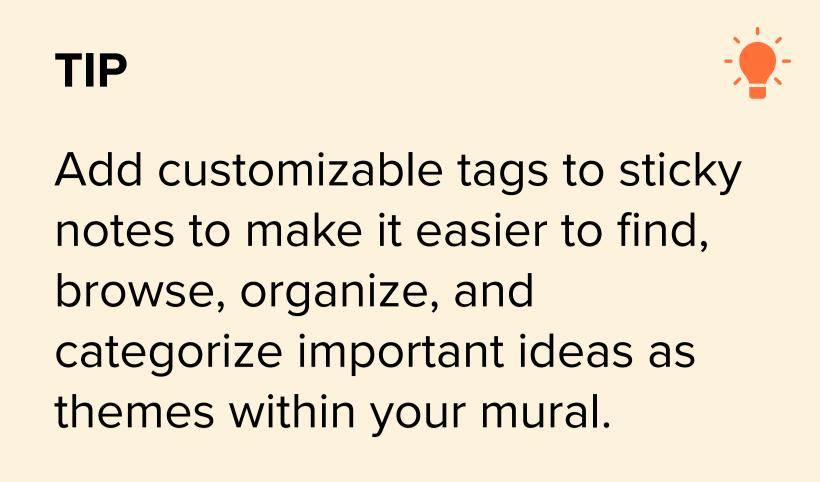




# Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

① 20 minutes



Encourage satisfied customers to leave positive reviews to build trust.

Fill out all fields with accurate information, including name, address, phone number, and website.

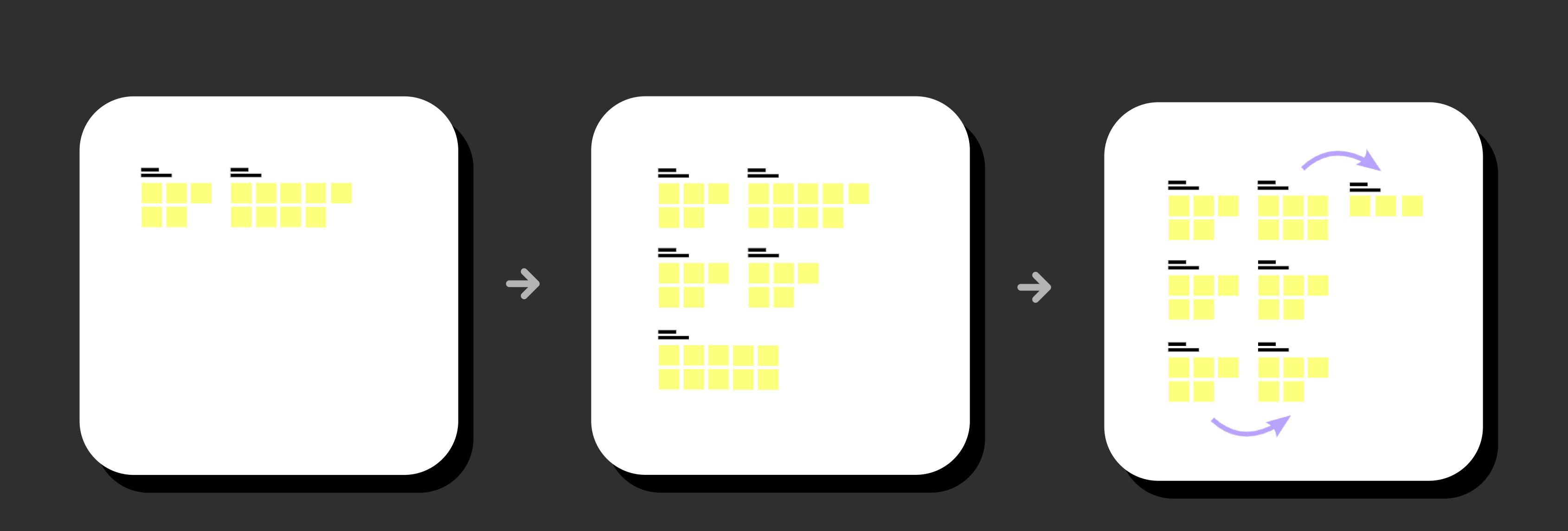
Write a compelling business description that includes relevant keywords.

Utilize Google
Posts to
feature special
offers and
news.

Connect your website for more detailed information and

direct traffic.

Monitor profile analytics to understand user behavior and improve your online strategy.





## 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.

① 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 laser pointer holding the **H key** on the keyboard.

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Write a compelling business description that includes relevant keywords.

Utilize
Google Posts
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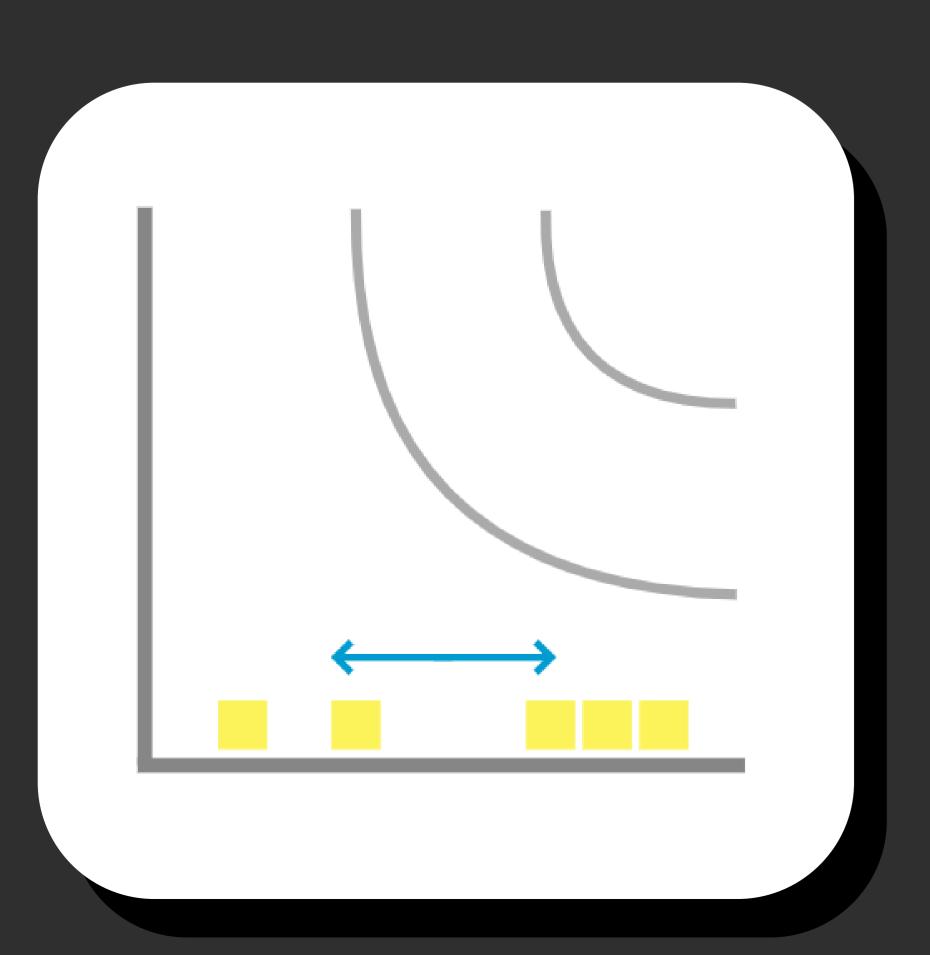
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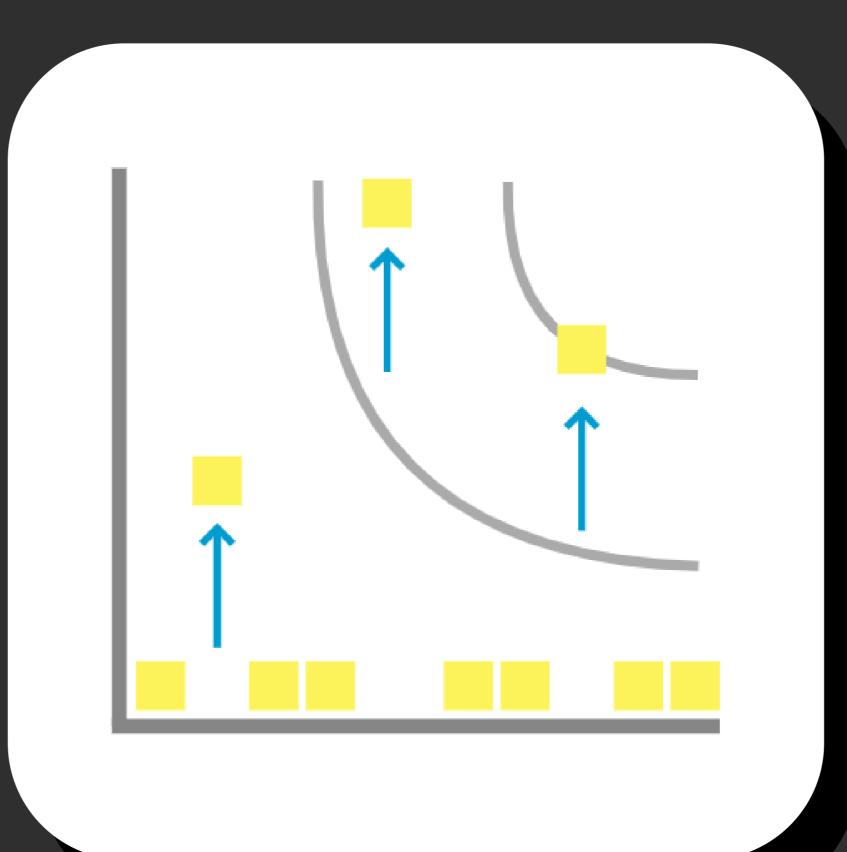
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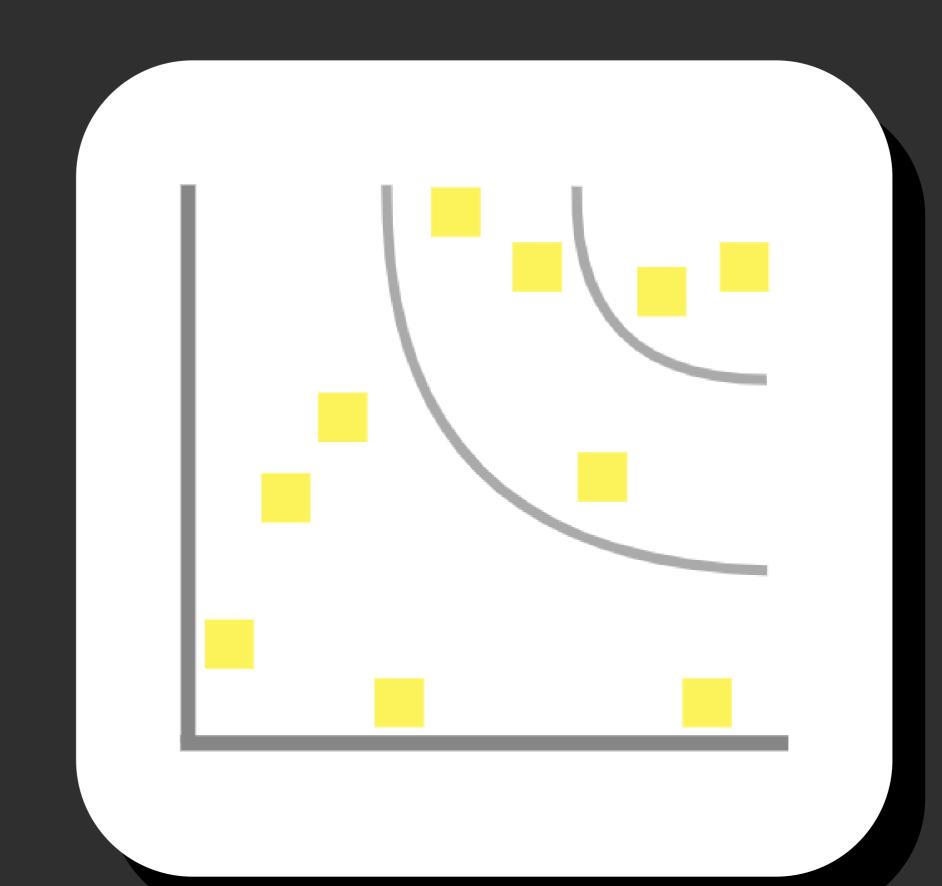
## Feasibility

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









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# 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 in your drive.

# Keep moving forward



## Strategy blueprint

Define the components of a new idea or strategy.

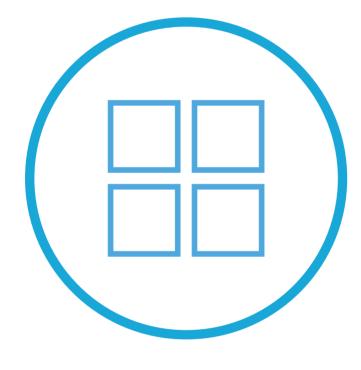
Open the template →



## 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 →

