### Before vou collaborate

to do to get going.

# 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

A little bit of preparation goes a long way with this session. Here's what you need

10 minutes

- Team gathering
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.

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### 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.

How might we [your problem statement]?

### Key rules of brainstorming

Go for volume.

Stay in topic.

Defer judgment.

5 minutes

### To run an smooth and productive session

Encourage wild ideas.

Listen to others.

If possible, be visual.

### Brainstorm

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

10 minutes





Devakalyan













### 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.

20 minutes









moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

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

Your team should all be on the same page about what's important

20 minutes

Prioritize

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.

## Importance

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

Feasibility

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

### After vou 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

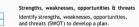
Define the components of a new idea orstrategy.

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### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

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