



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?
Check out our guide to brainstorming ideas.

[Open workspace](#)

Before you collaborate

A little bit of prep with this section, it'll be a lot easier to get going.

10 minutes

Team gathering

Define who else should be invited. Share link.

Set the goal

Think about how the brainstorming session will be run.

Learn how to use this template

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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.

10 minutes

How might we solve your problem statement?



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

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Brainstorm

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

10 minutes

Draya Samrat	Samrat	Uma Samrat	Kariga
1. I want to see a world where everyone is happy and healthy.	2. I want to see a world where everyone is happy and healthy.	3. I want to see a world where everyone is happy and healthy.	4. I want to see a world where everyone is happy and healthy.
5. I want to see a world where everyone is happy and healthy.	6. I want to see a world where everyone is happy and healthy.	7. I want to see a world where everyone is happy and healthy.	8. I want to see a world where everyone is happy and healthy.
9. I want to see a world where everyone is happy and healthy.	10. I want to see a world where everyone is happy and healthy.	11. I want to see a world where everyone is happy and healthy.	12. I want to see a world where everyone is happy and healthy.

Double-click on any cell to edit the text.

Tip

Use sticky notes to write ideas and then group them into clusters. This will help you see patterns and themes.

1

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 can break it up into smaller sub-groups.

20 minutes

1. I want to see a world where everyone is happy and healthy.
2. I want to see a world where everyone is happy and healthy.
3. I want to see a world where everyone is happy and healthy.
4. I want to see a world where everyone is happy and healthy.
5. I want to see a world where everyone is happy and healthy.
6. I want to see a world where everyone is happy and healthy.
7. I want to see a world where everyone is happy and healthy.
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10. I want to see a world where everyone is happy and healthy.
11. I want to see a world where everyone is happy and healthy.
12. I want to see a world where everyone is happy and healthy.

Tip

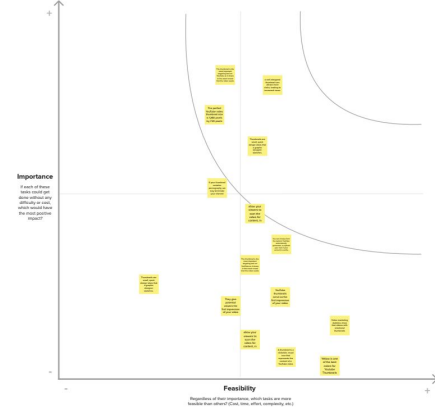
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Prioritize

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



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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

- Show the mural
- Show a view link to the mural with stakeholders to keep track in the long 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 on your phone

Keep moving forward

- Strategic blueprint
- Define the components of a new idea or strategy
- Open the template
- Customer experience journey map
- Understand customer needs, motivations, and attitudes for an experience
- Open the template
- Strengths, weaknesses, opportunities & threats
- Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan
- Open the template

Show template feedback

