Template

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

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Before you collabora

A little bit of preparation goe
with this session. Here's wha
to do to get going.

10 minutes

1. **Team gathering**
   Define who should participate
   Jester. Share relevant informa
2. **Set the goal**
   Think about the problem you'
   the brainstorming session.
3. **Learn how to use the facilita**
   Use the Facilitation Superpow
   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.

5 minutes

PROBLEM
How might we [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.

Need some inspiration?
See a finished version of this template applied to real-life work and learn how to run a productive session.

Open example

Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the spacebar to quickly add one as you discuss.

Person 5 · Person 6 · Person 7 · Person 8

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

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

TIP
Add a prioritize tag to sticky notes and use the filter feature organize and categorize dependent-ideas and assess within your team.

Importance
A scale of these ideas to your team cultural and difficulty or cost, which ideas have the most positive impact?

Development of management to study to HR management

HR management of development in useful to motivated to others

To acts as. An initial charges as consulting

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

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

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

1. **Share the mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **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

Share template feedback