

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

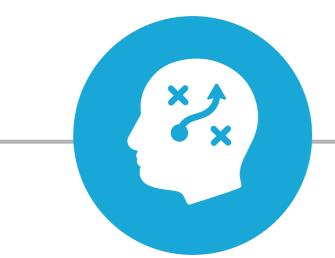
Before you collaborate

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
- 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.

PROBLEM How might we [your problem statement]?



Define your problem statement

focus of your brainstorm.

5 minutes

What problem are you trying to solve? Frame your

problem as a How Might We statement. This will be the

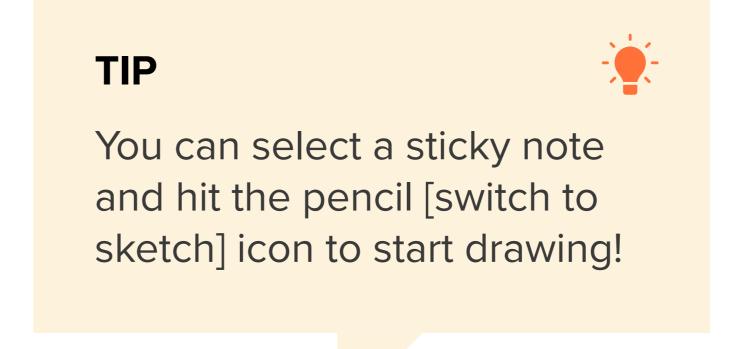
Key rules of brainstorming To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.

Brainstorm

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

① 10 minutes

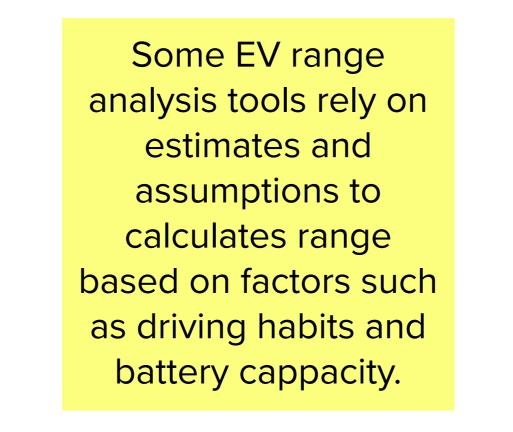


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Prioritize

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.

① 20 minutes

