

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

Set the goal

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

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.

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.

Type your paragraph...

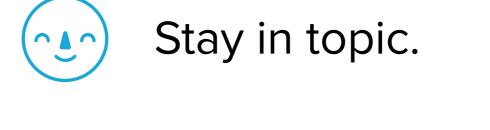
PROBLEM

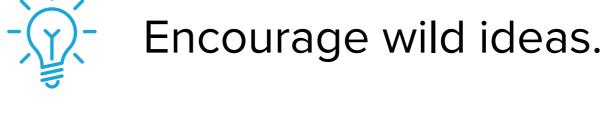
How might we increase the use of electric vehicles? and How might we increase the efficiency of electric motors in EV?

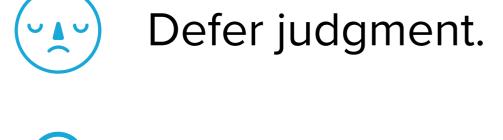


Key rules of brainstorming

To run an smooth and productive session

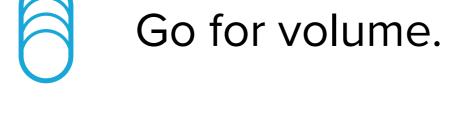








If possible, be visual.







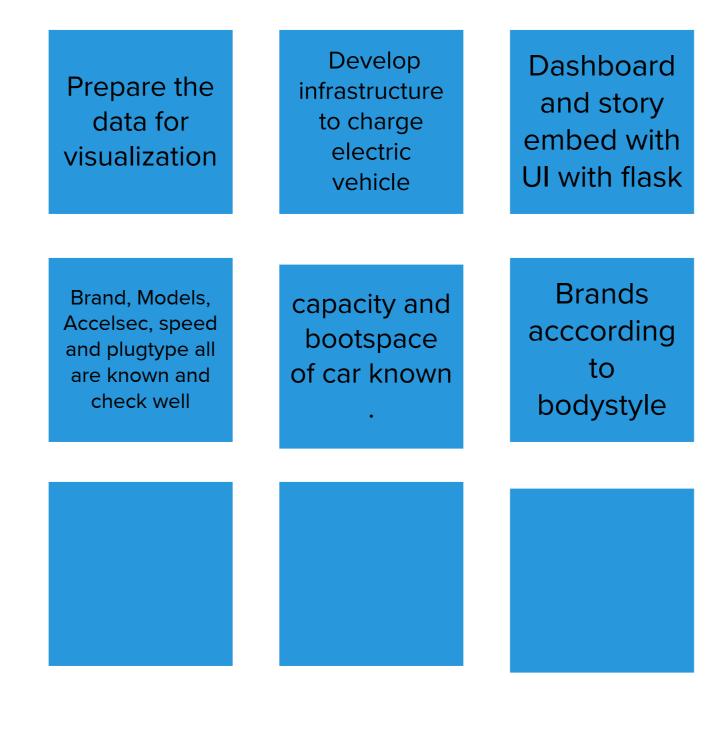
Brainstorm

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

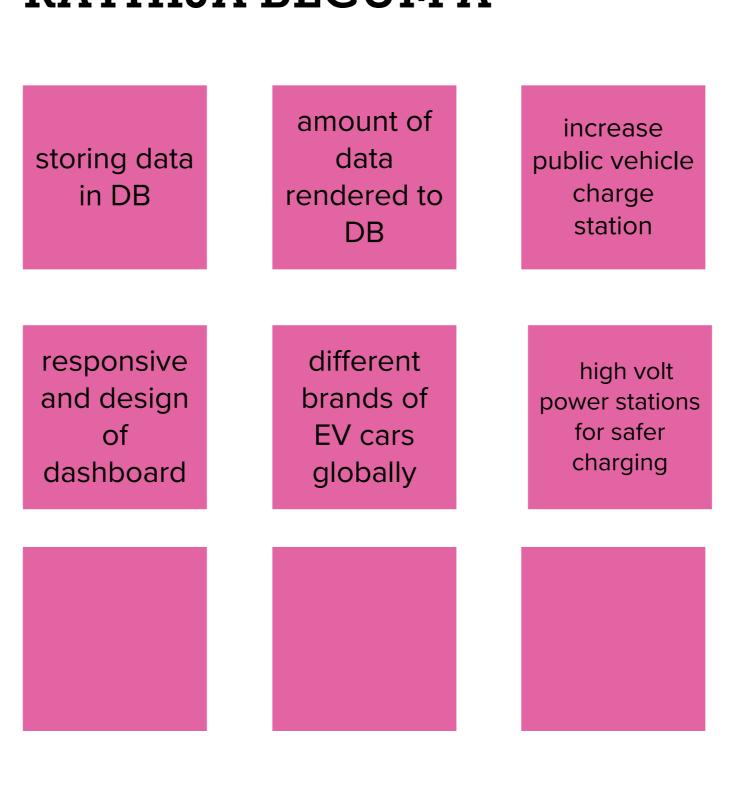
① 10 minutes

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

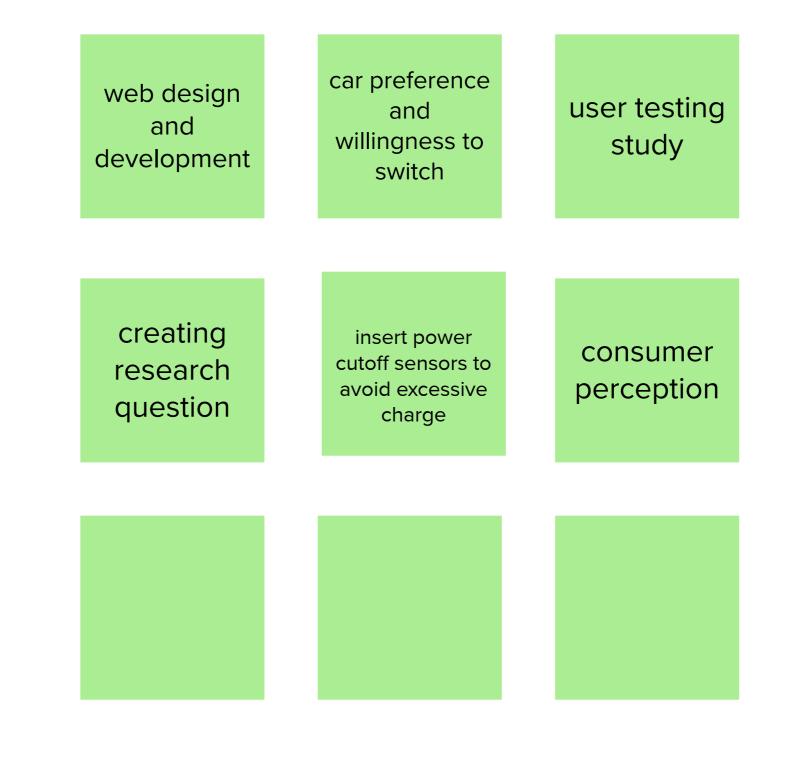
KHALIDA PARVEEN T



KATHIJA BEGUM A

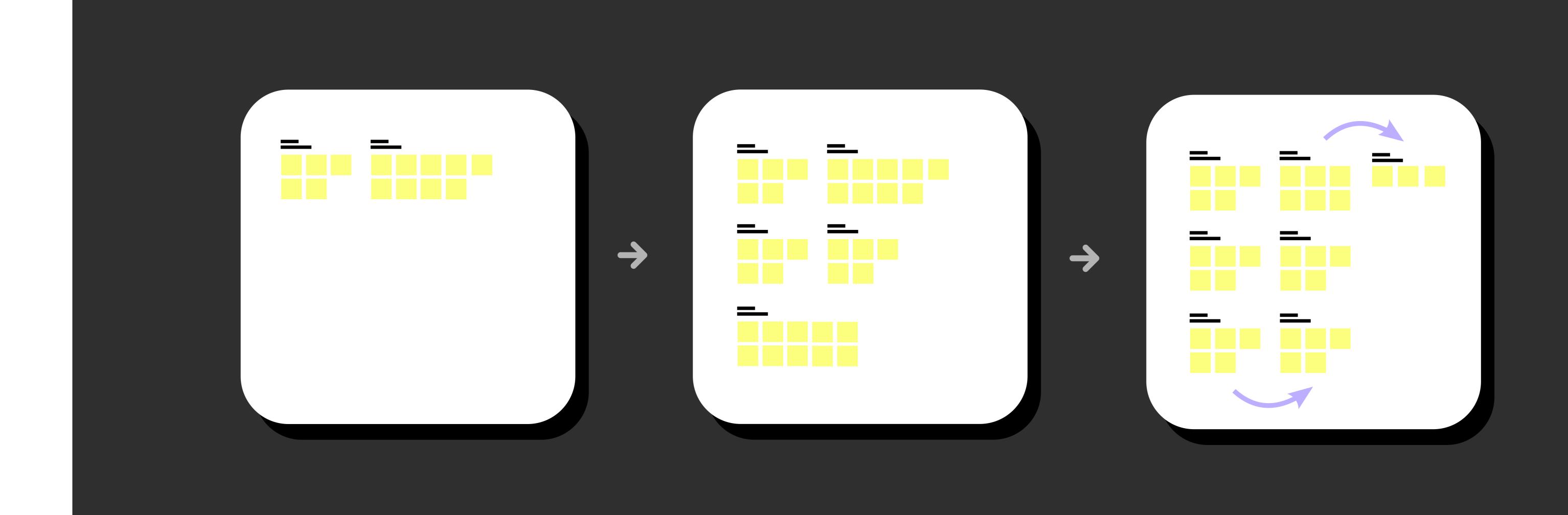


HUMAIRA S



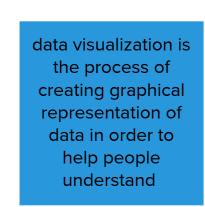
KAVIYA S



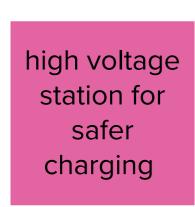


3 . Brainstorm as a group

have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. as a ream, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "yes, and....." and build on the ideas of other people along the way.









TIP



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



Prioritize

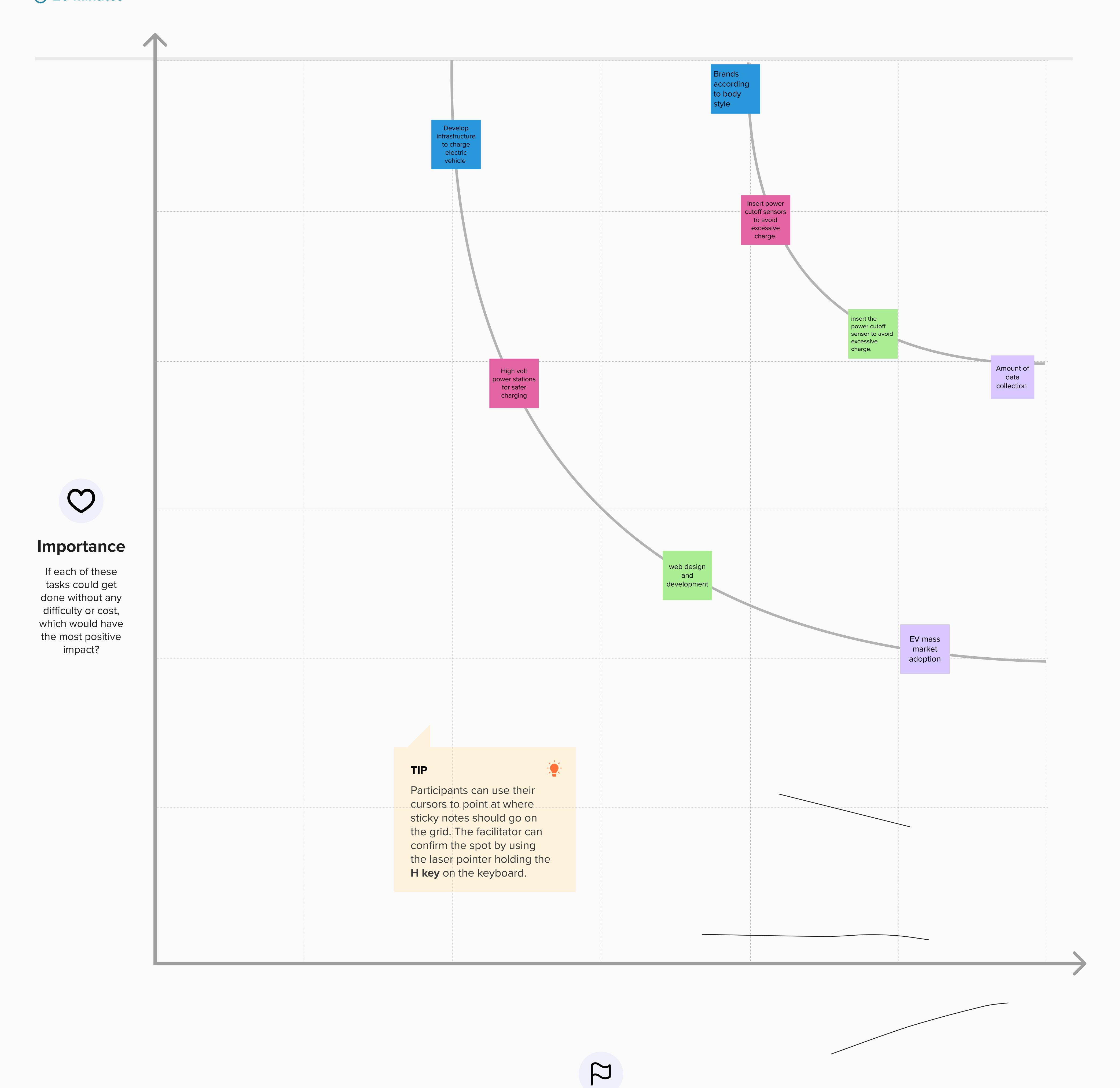
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.



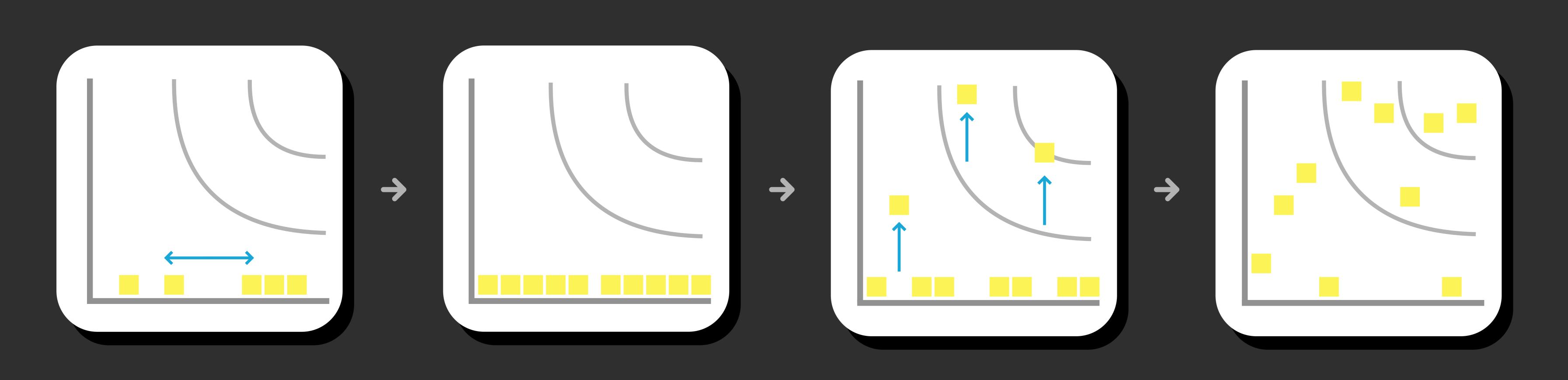


After you collaborate

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. **(eep 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**