

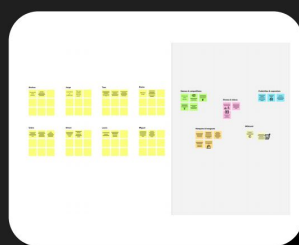
Brainstorm & idea prioritization

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?

See a finished version
of this template to
kickstart your work.

[Open example](#) →



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.

 10 minutes

Amrutha
varshini . k as
a team leader
, team
members are

Team gathering

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

to develop my
youtube
channel

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



1

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 increase
subscriber count

PROBLEM

How might we make the
channel productive



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.

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 pencil [switch to sketch] icon to start drawing!

Person 1

- create engaging and informative content
- create and publish video frequently
- create high quality video

- join the YouTube partners program
- sell own merchandise

Person 2

- ask viewers to subscriber
- hook people with your intro
- respond to every comment with an answer and a question

- create sponsored content
- become affiliate partner

Person 3

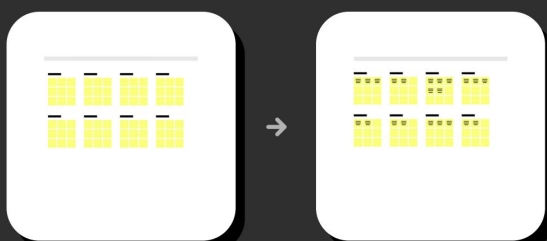
- ask for suggestions in the comment
- optimize your video for search
- add YouTube shorts to your content strategy

- get the subscribers donate directly
- use crowd funding

Person 4

- experiment with different types of videos
- create videos about your passion
- create videos that are around 10 min long

- license your content to media
- Public speaking and workshops



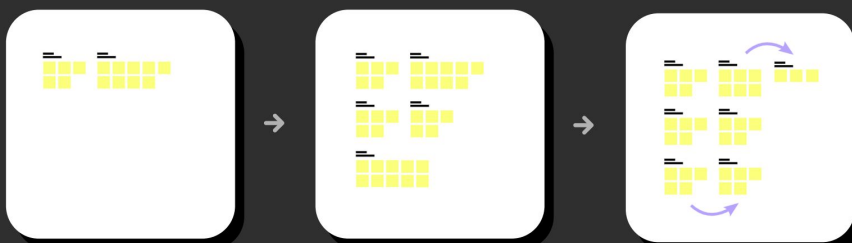
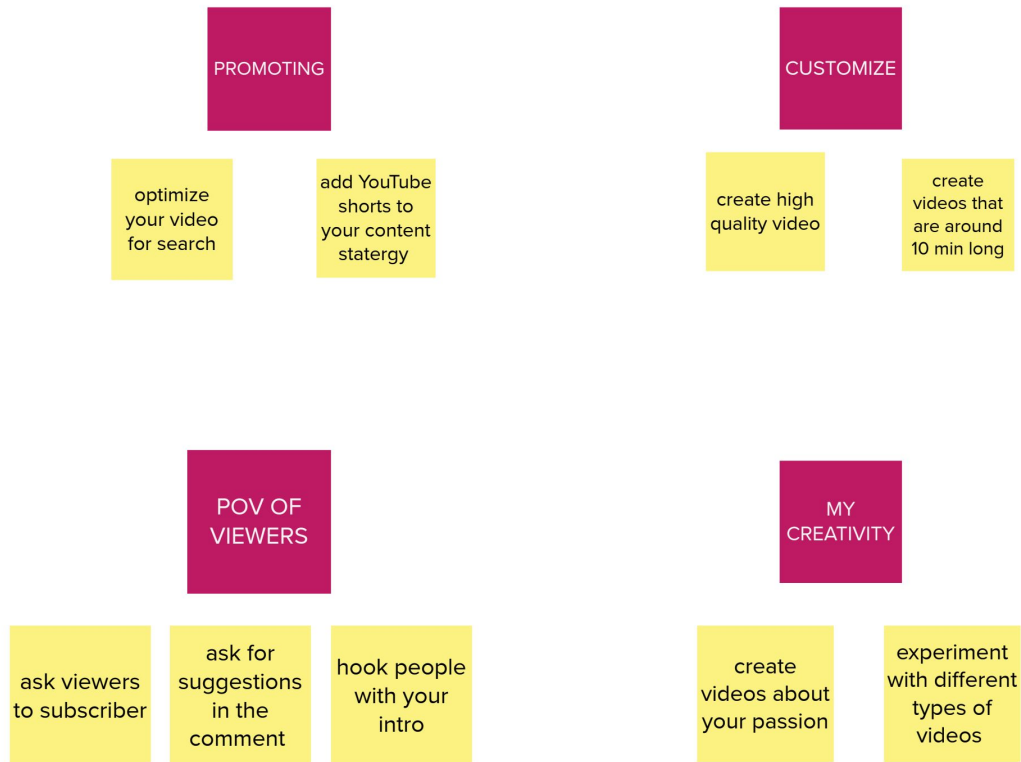
Group ideas

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

TIP

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



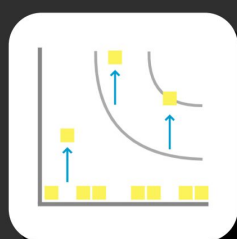
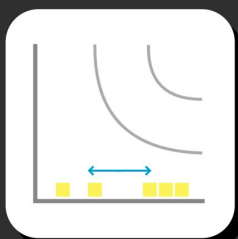
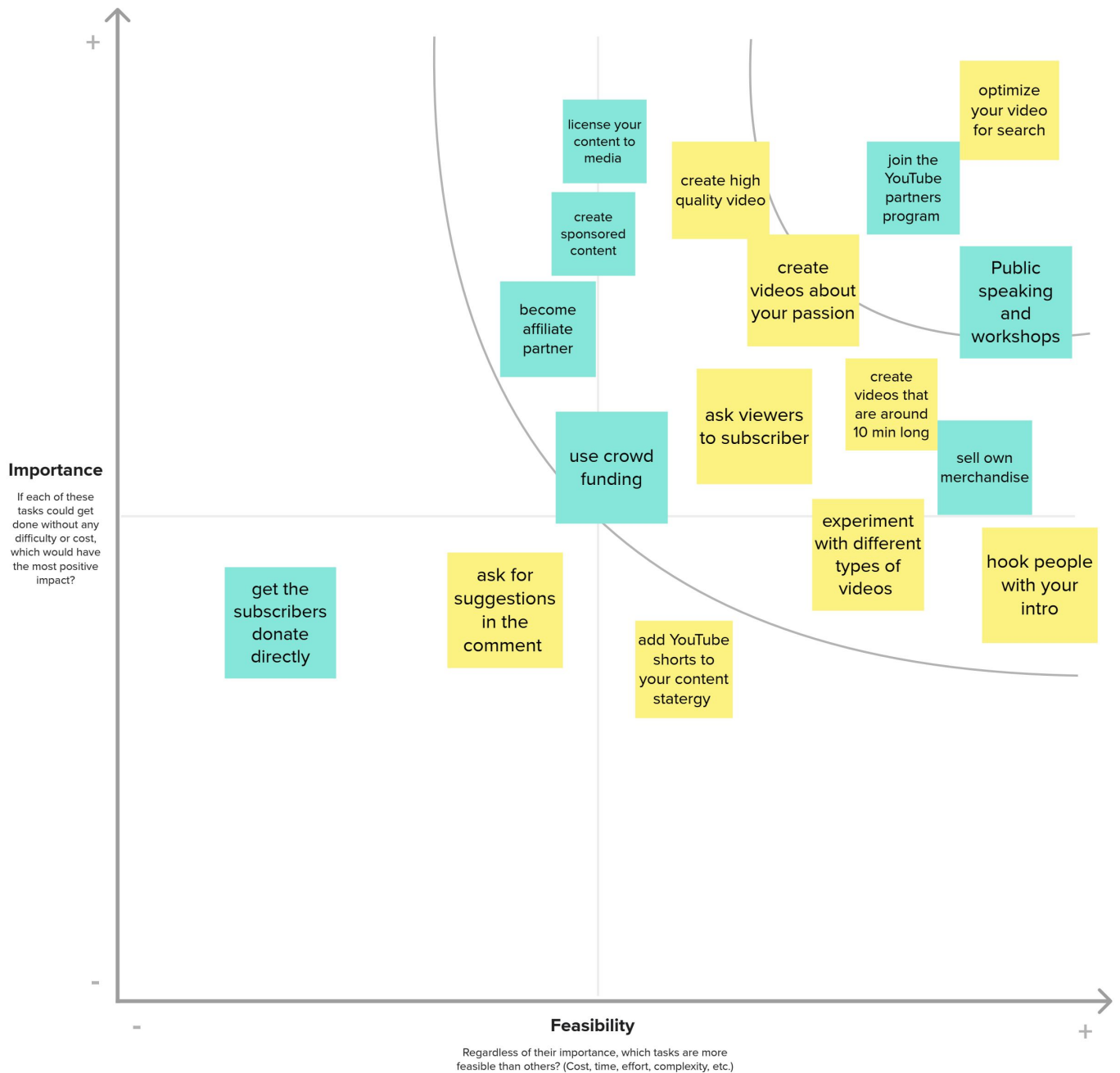
Prioritize

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.

🕒 20 minutes

TIP

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.





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

A

Share the mural

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

B

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 →](#)



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