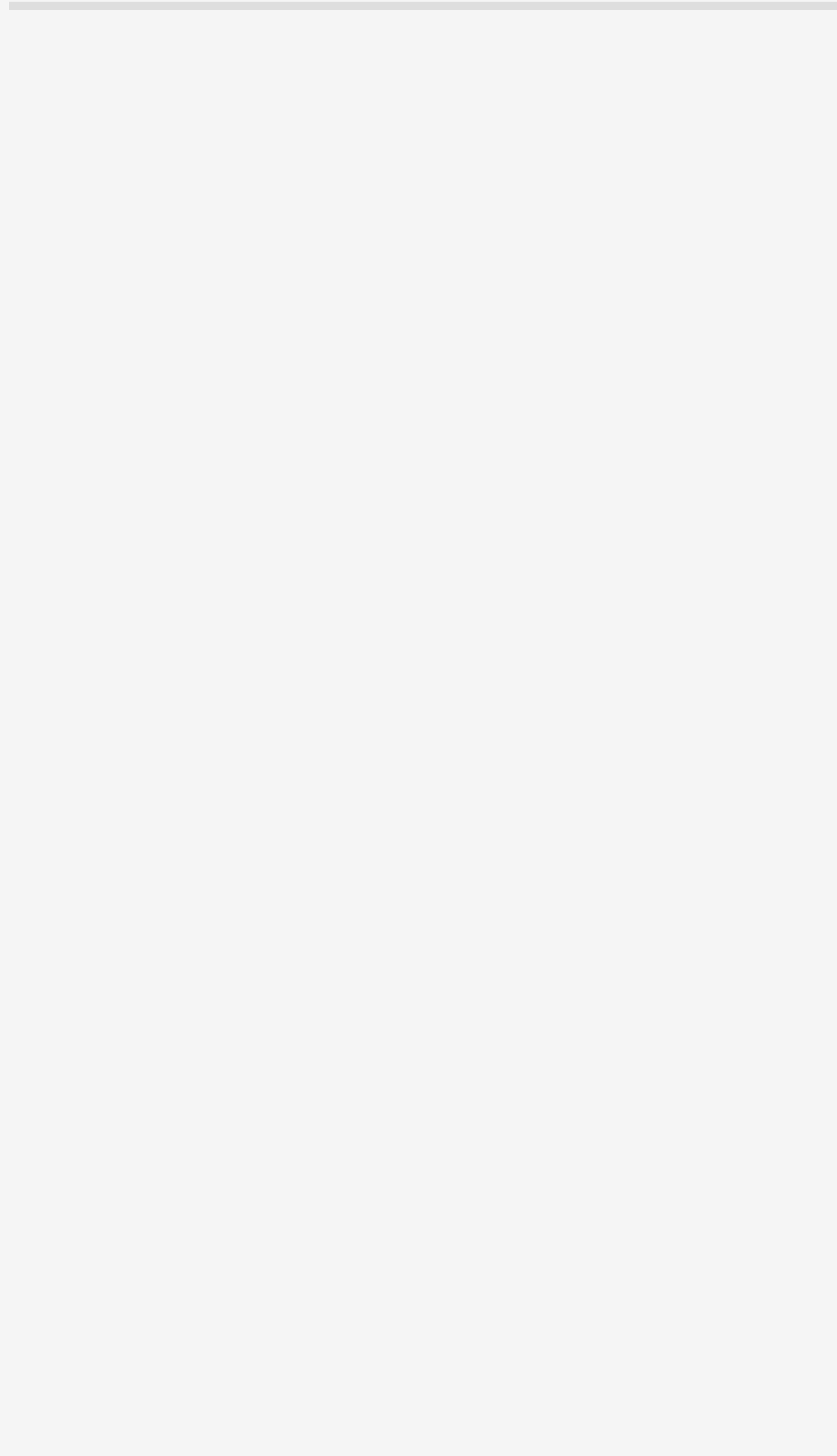




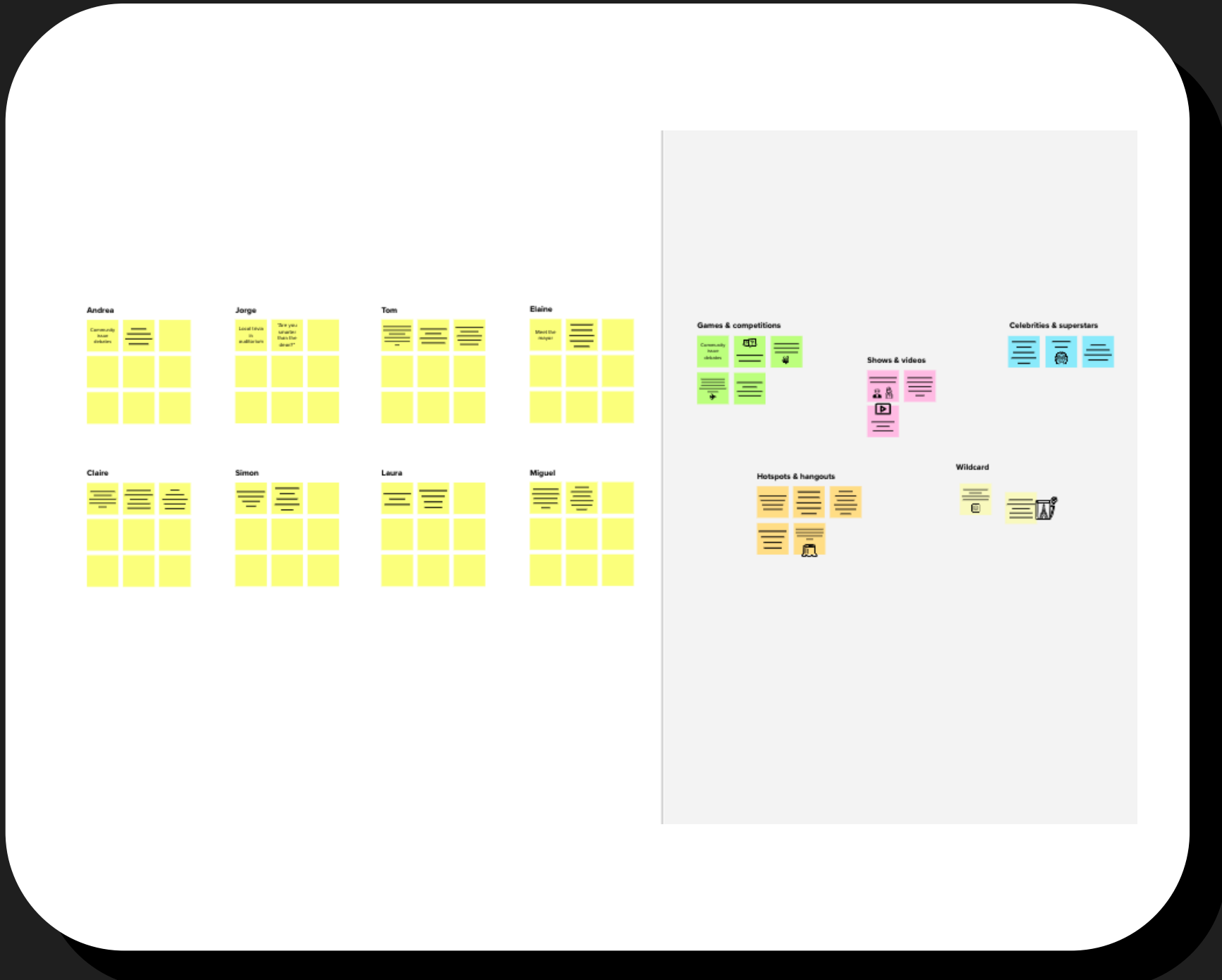
Brainstorm & idea prioritization

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



 [Share template feedback](#)



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#) 

How might we [your
problem statement]?

campus placement programs
are crucial for students to
kickstart their careers, but the
current process lacks
efficiency and effectiveness.
students often face
challenges in finding relevant
job opportunities, and
recruiters struggle to identify
the right candidates



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.

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 [your problem statement]?

campus placement programs are crucial for students to kickstart their careers, but the current process lacks efficiency and effectiveness. students often face challenges in finding relevant job opportunities, and recruiters struggle to identify the right candidates



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



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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

develop a centralized platform that coonects students and recruiters based on their preferences and qualifications

Person 2

create e mentorship program where industry professionals can guide and mentor students in their career paths.

Person 3

conduct regular skills assessment tests to identify student strengths and weaknesses and provide personalized training and development programs.

Person 4

host career fairs and networking events that bring students and recruiters together in a meaningful way.

Person 5

offer internships and apprenticeships that provide hands on experience to students and bridge the gap between academic knowledge and practical skills.

Person 6

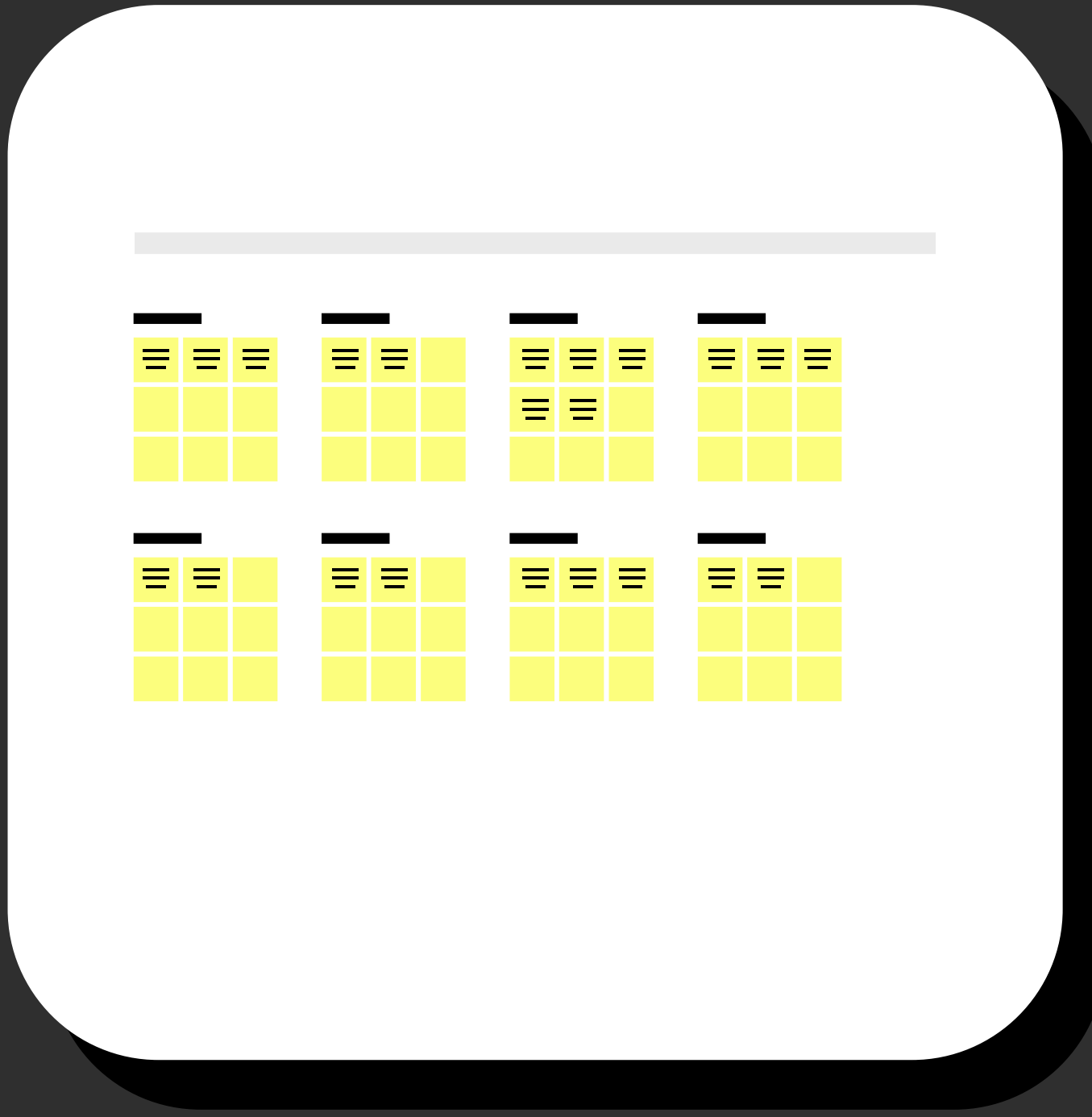
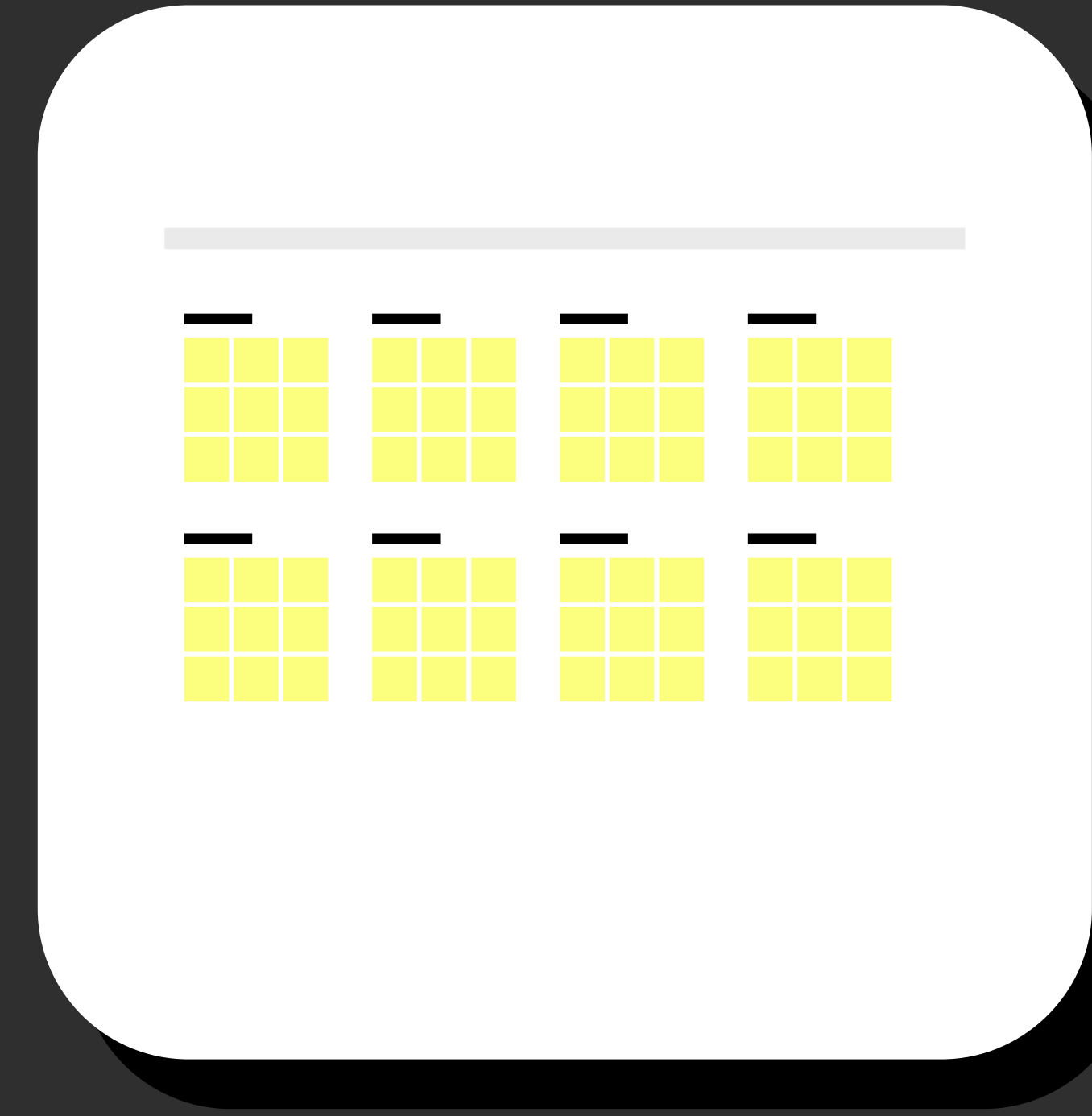
provide career counseling and guidance services to help students make informed decisions about their future.

Person 7

partner with industry associations and chambers of commerce to align curriculum and industry requirements.

Person 8

introduce gamification elements to make the placement process more engaging and interactive for students and recruiters




Group ideas

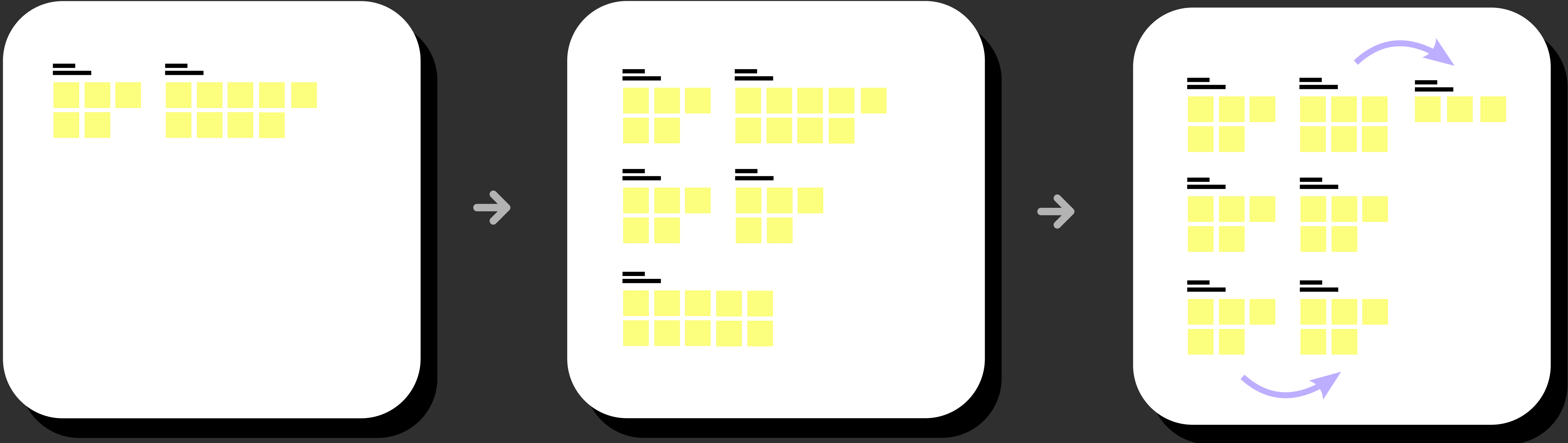
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

 20 minutes

Host a virtual job fair.
partnering with student
organizations to promote your
opportunities.
offering on campus workshops or
training sessions.
creating a social media campaign
to promote your company culture.
providing mentorship or
networking opportunities for
students.

TIP

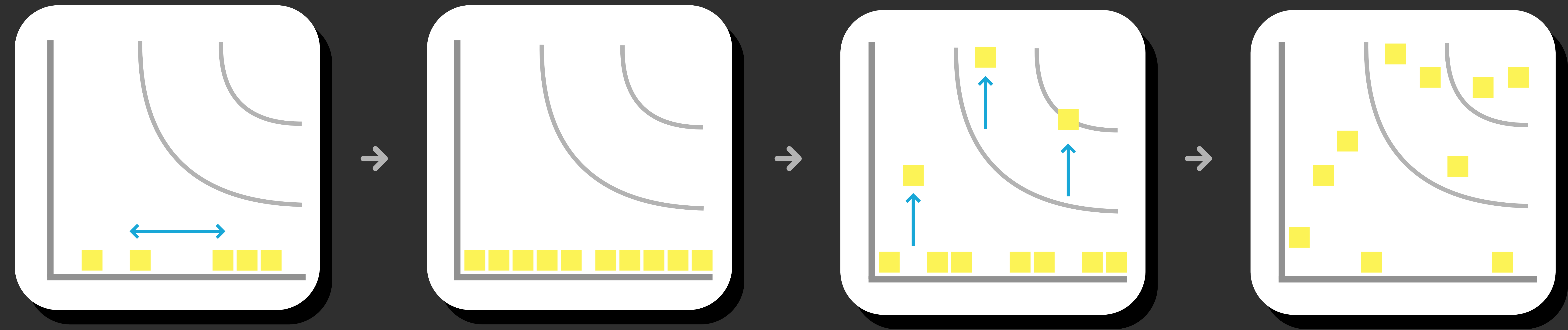
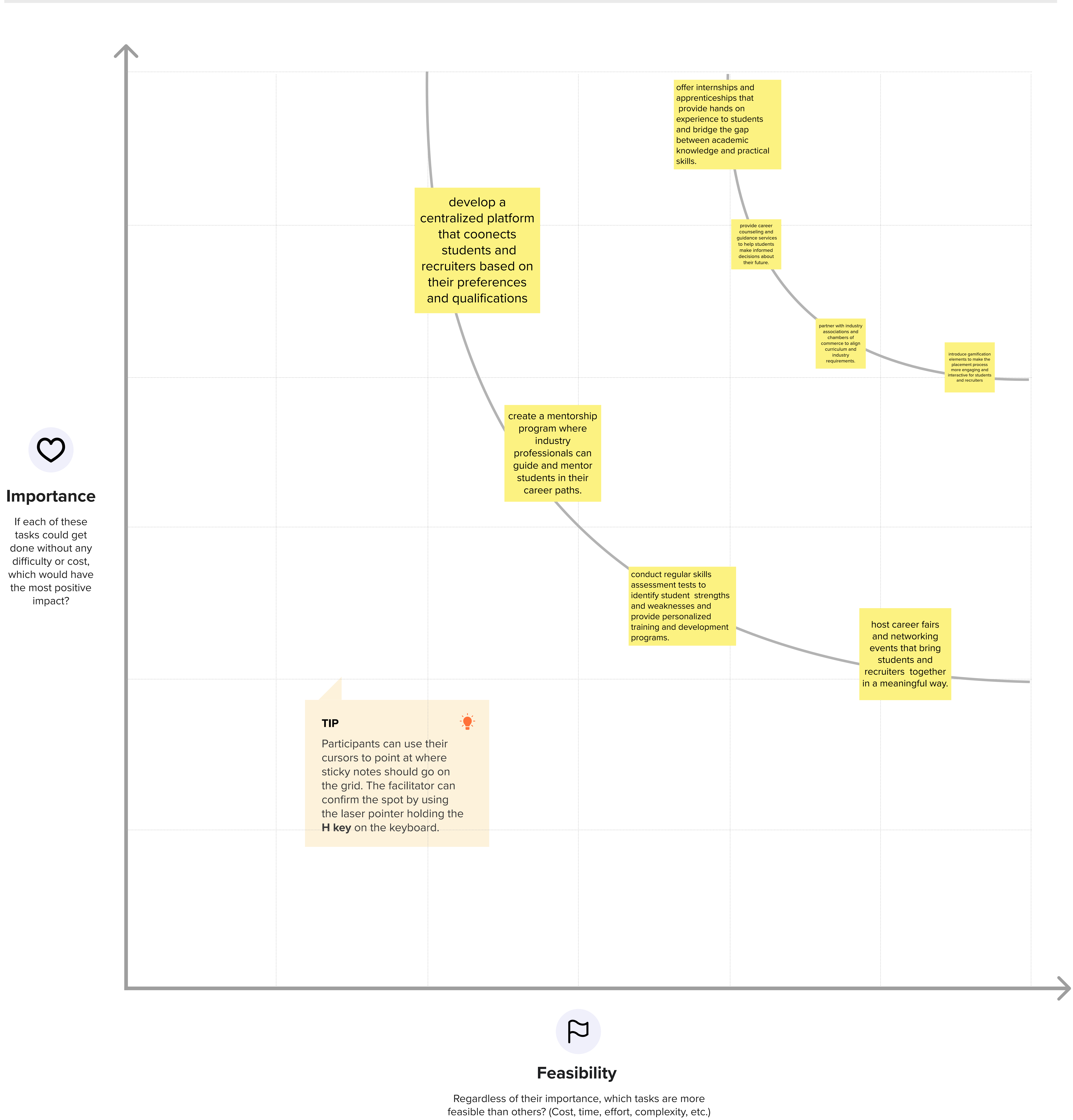
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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





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 →](#)

[Share template feedback](#)