



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](#)



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

A

Team gathering

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

B

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

A vehicle that can be powered by an electric motor that draws electricity from a battery and is charged from an external source and has an electric motor instead of an internal combustion engine.

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a 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

A set timeframe will help a team but all their energy and attention into creating that area of focus.

This time is vital because a well-defined focus from a solid problem statement will generate more and better ideas .

Here are a few key steps needed when successfully brainstorming problem stasemments.

Person 2

Firstly, you need to get together and brainstorm the problem.

The second step is to have your team answer the "What, Who, and Why".

Thirdly, you need to take the gathered data and plug it into one of the templates to generate the problem statement.

Person 3

Next, repeat the "who, what, and why," drafting multiple versions of the problem statement.

Lastly, test it with the "who," or your organization's target segmen.

Once you have a version of the problem statement you think works, test it with others.

Person 4

The test is best done by writing it out and making it concise.

Next, ask your organization some questions to validate the problem and problem statement.

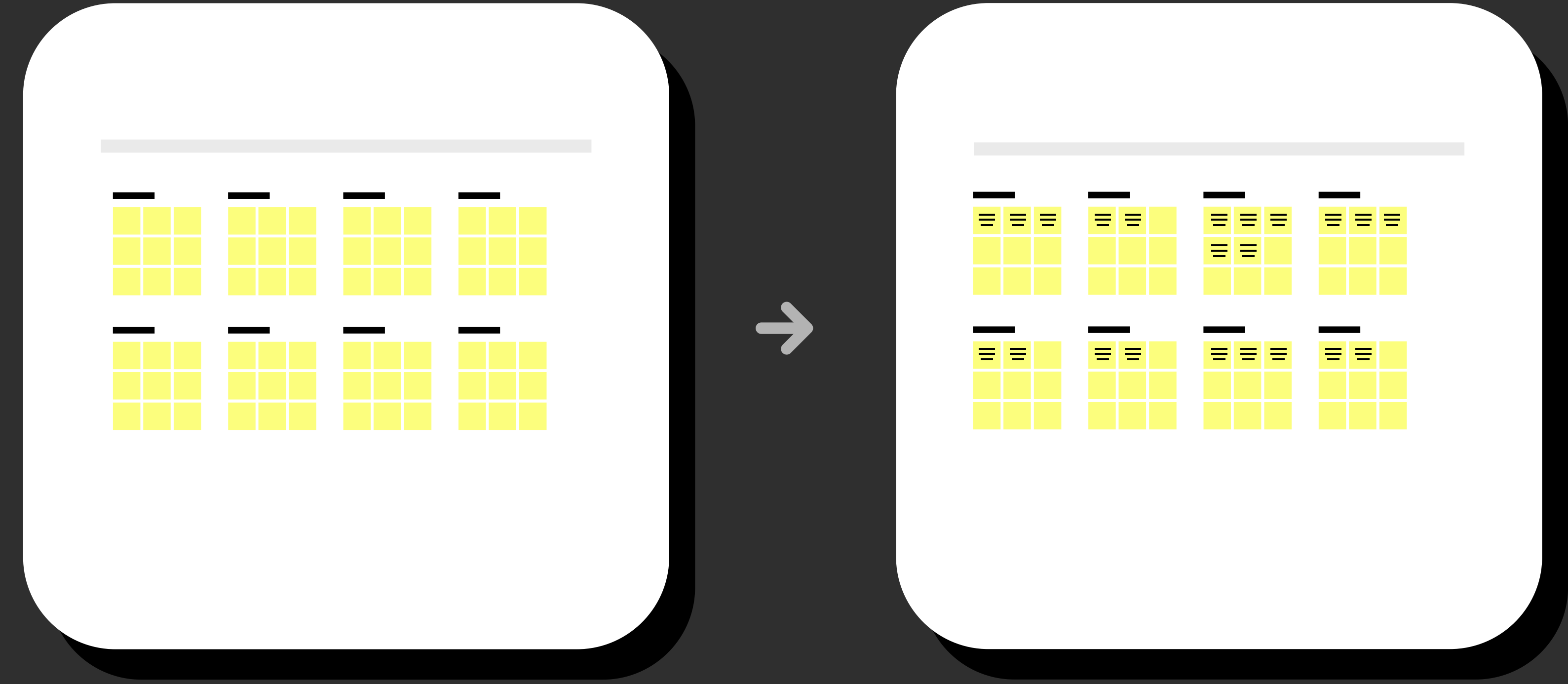
Once validated, you are ready to present your problem statement to your team so they can begin brainstorming.

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 can break it up into smaller sub-groups.

 20 minutes

TIP



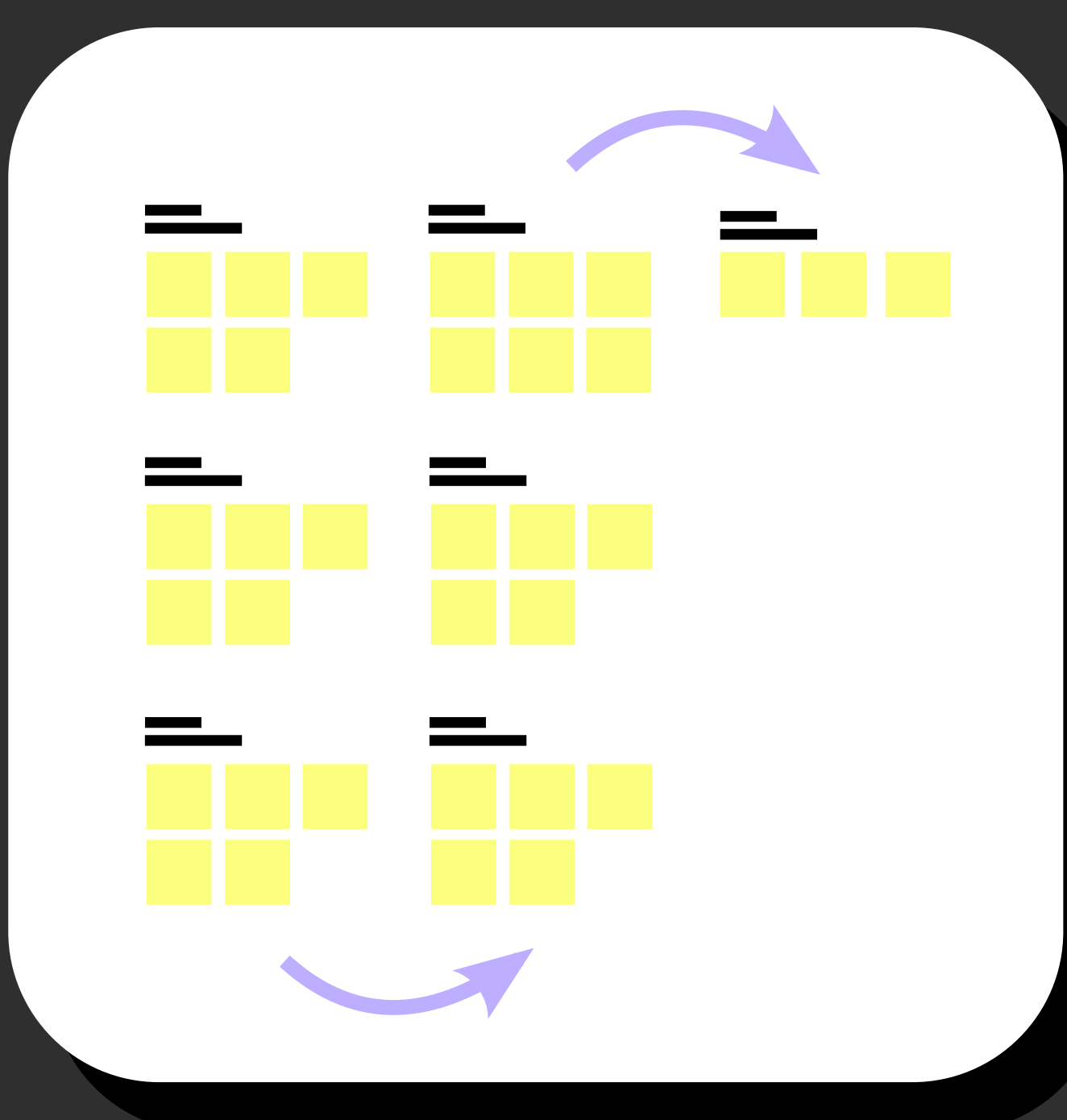
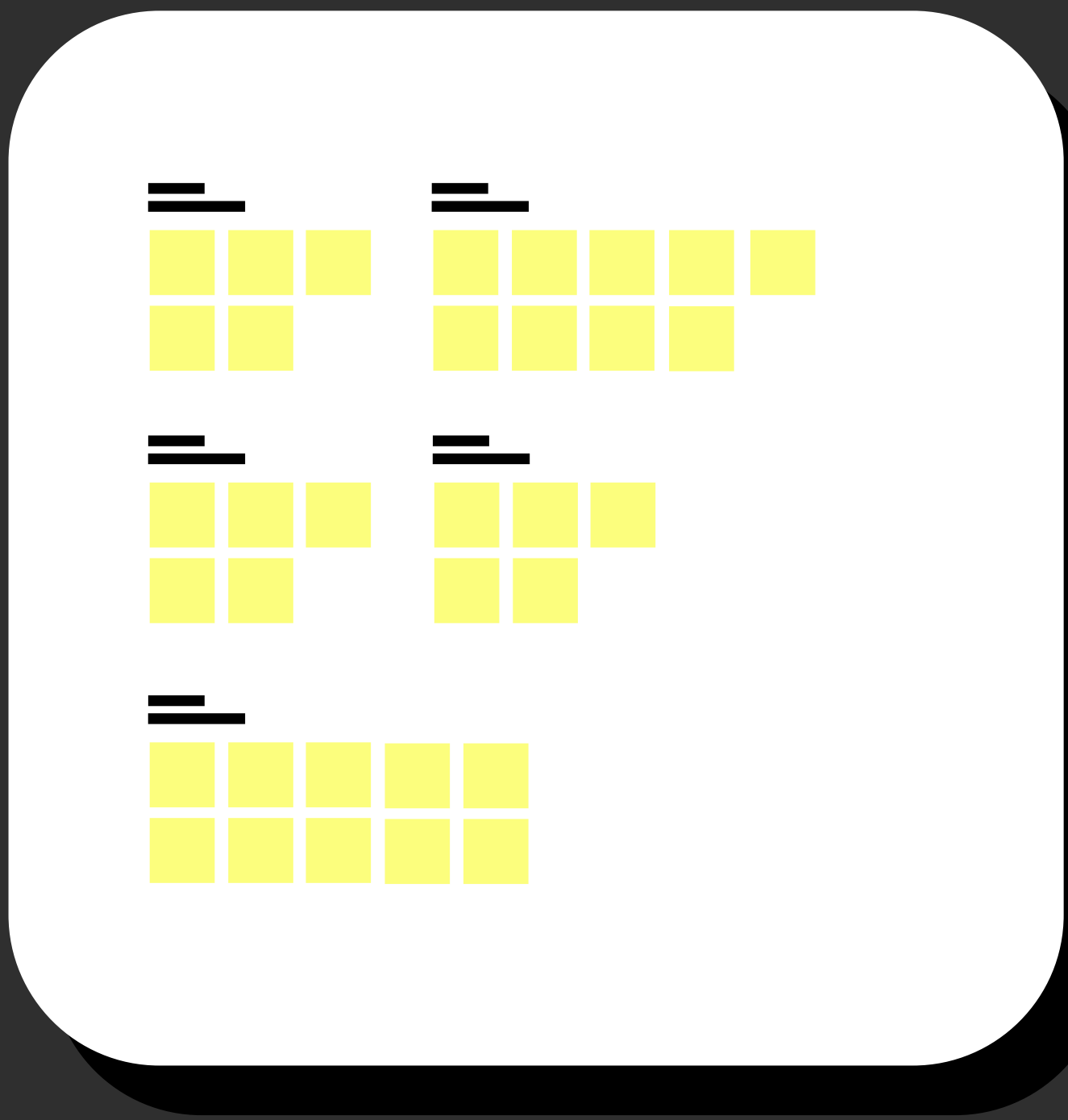
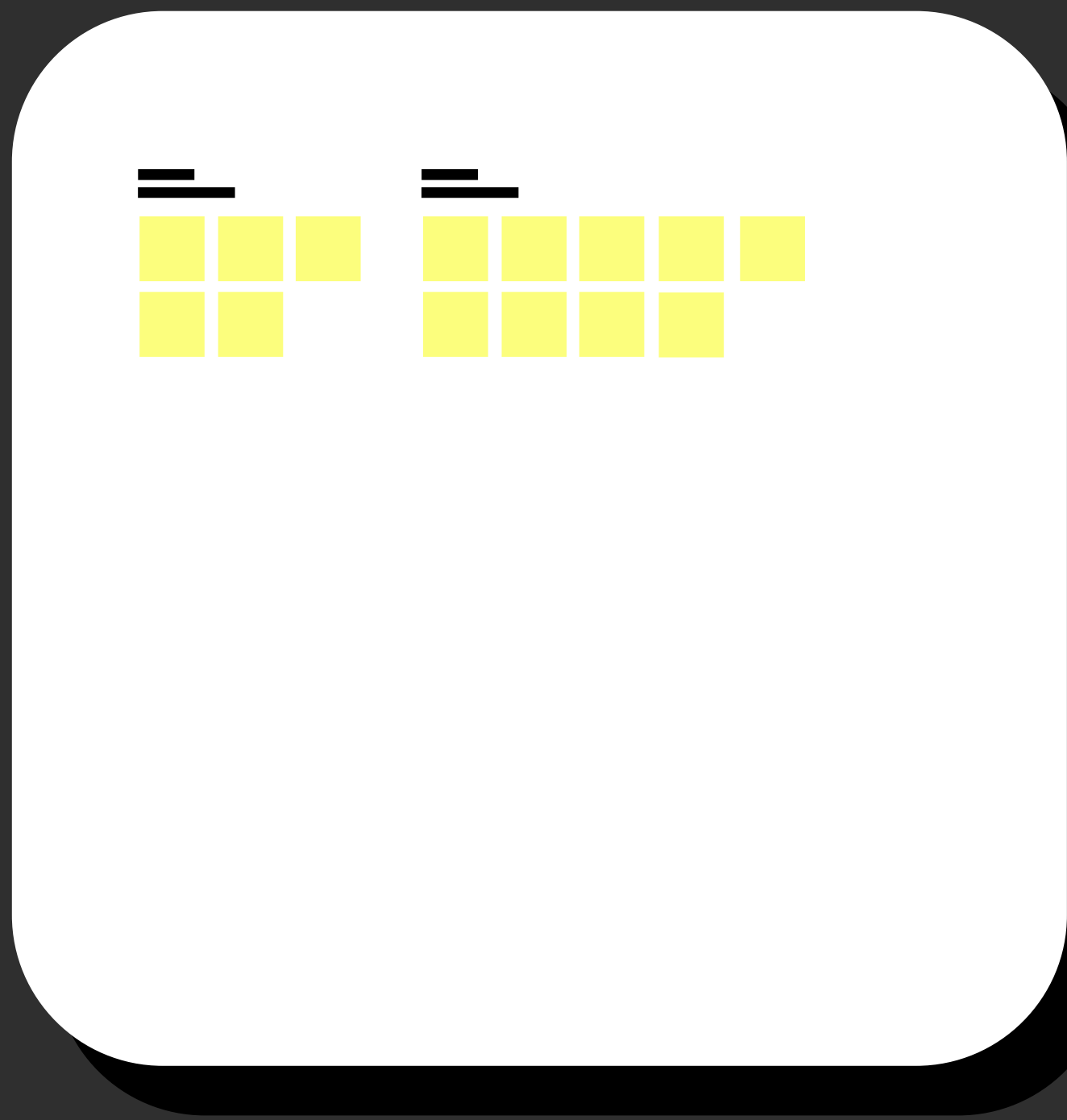
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

A creative problem-solving technique in which the problem is turned around and considered from a different point of view to spur new and different solutions.

A problem-solving technique in which a group alternately engages in brainstorming solutions without evaluation for ten minutes then engages in a short period of evaluation. The group continues alternating between brainstorming and evaluation.

A problem-solving technique in which a group of six people brainstorm for six minutes and then a spokesperson for each group presents either the best ideas or all ideas to the larger group.

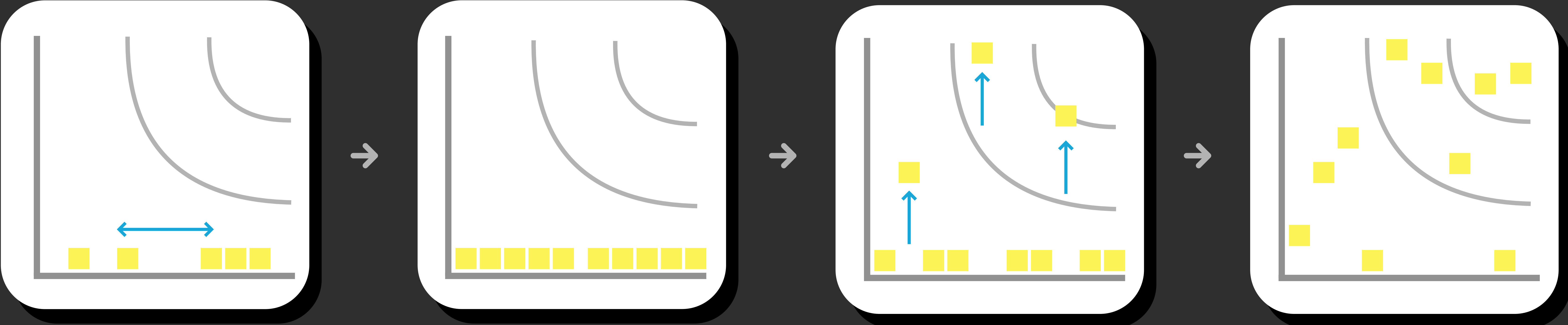
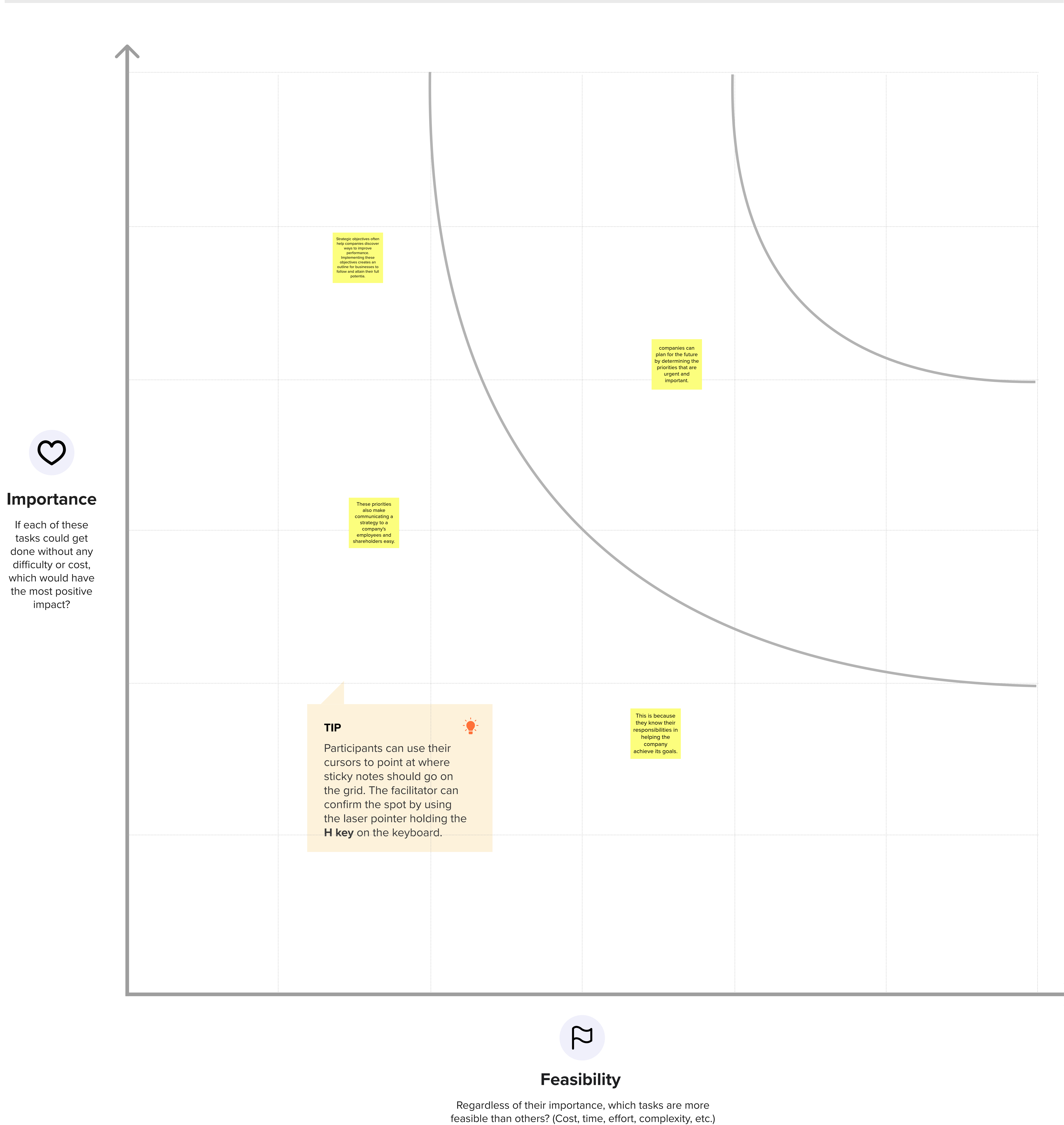
A problem-solving technique in which participants individually brainstorm ideas and document them, then share them with a group to further push their thinking.



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](#)