

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





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.

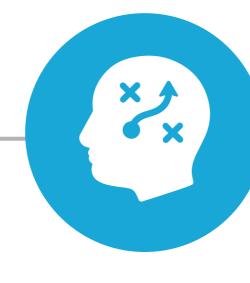
Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

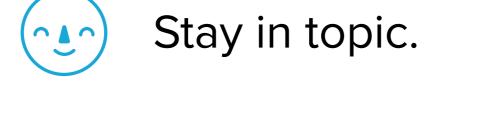
PROBLEM

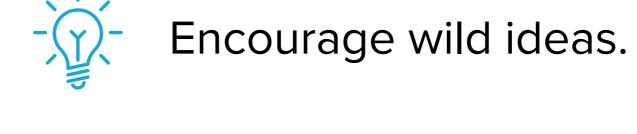
- 1. How to improve the financial performance of the bank?
- 2. Why customer's and customer service is important for the financial performance of the bank?



Key rules of brainstorming

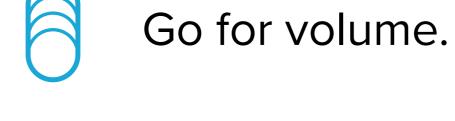
To run an smooth and productive session















Brainstorm

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

① 10 minutes

Customers are the main asserts of the bank to maintain their financial stability.

Giving guidence to the customers to choose the best Plan / Scheme.

Reminding the customers about their loans or policies periodically.

Solve the customers problem in a short period of time.

Giving all these services in the best way increase the number of customer's.

ARUN THAVASI P

Promote financial literacy through customer education.

Become a trusted advisor to small business customers.

Provide customers with self service opportunities.

Solicit customer feedback whenever possible.

Develop a truly omnichannel customer experience.

GANESH KUMAR S

MANILAL V

Expand selfservice to
improve
customer
service.

Revitalize your digital experience.

Eliminate inter - department redundancy.

Offer 24/7 real-time customer service availability.

Humanize your digital experience.

MUPPIDATHI N

Boosts employee Retention.

Proactively addresses customer issues.

Reinforces company values and brand.

Increases customer lifetime value.

It Helps to retain customers.

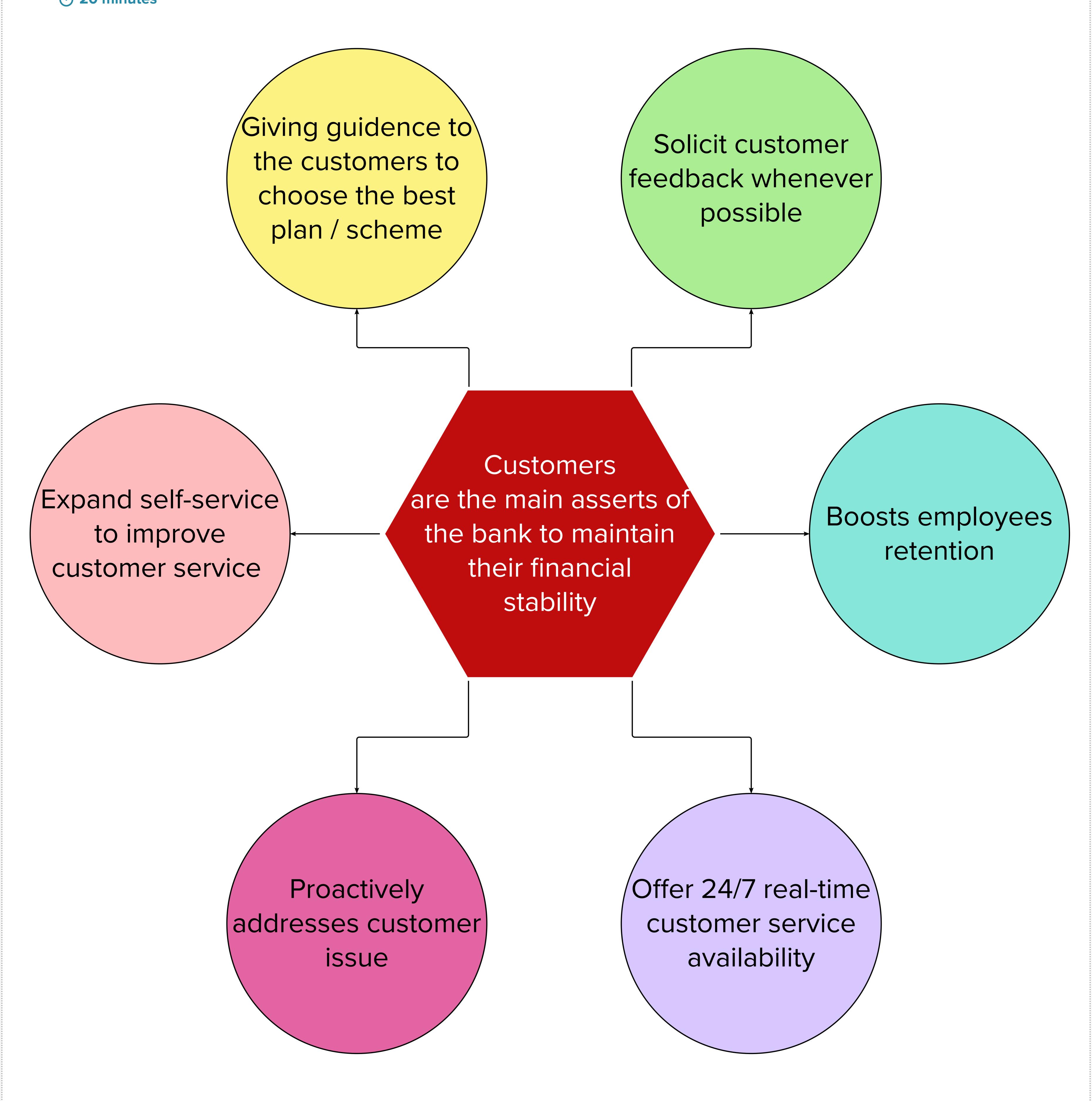




Group ideas

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 and break it up into smaller sub-groups.

① 20 minutes

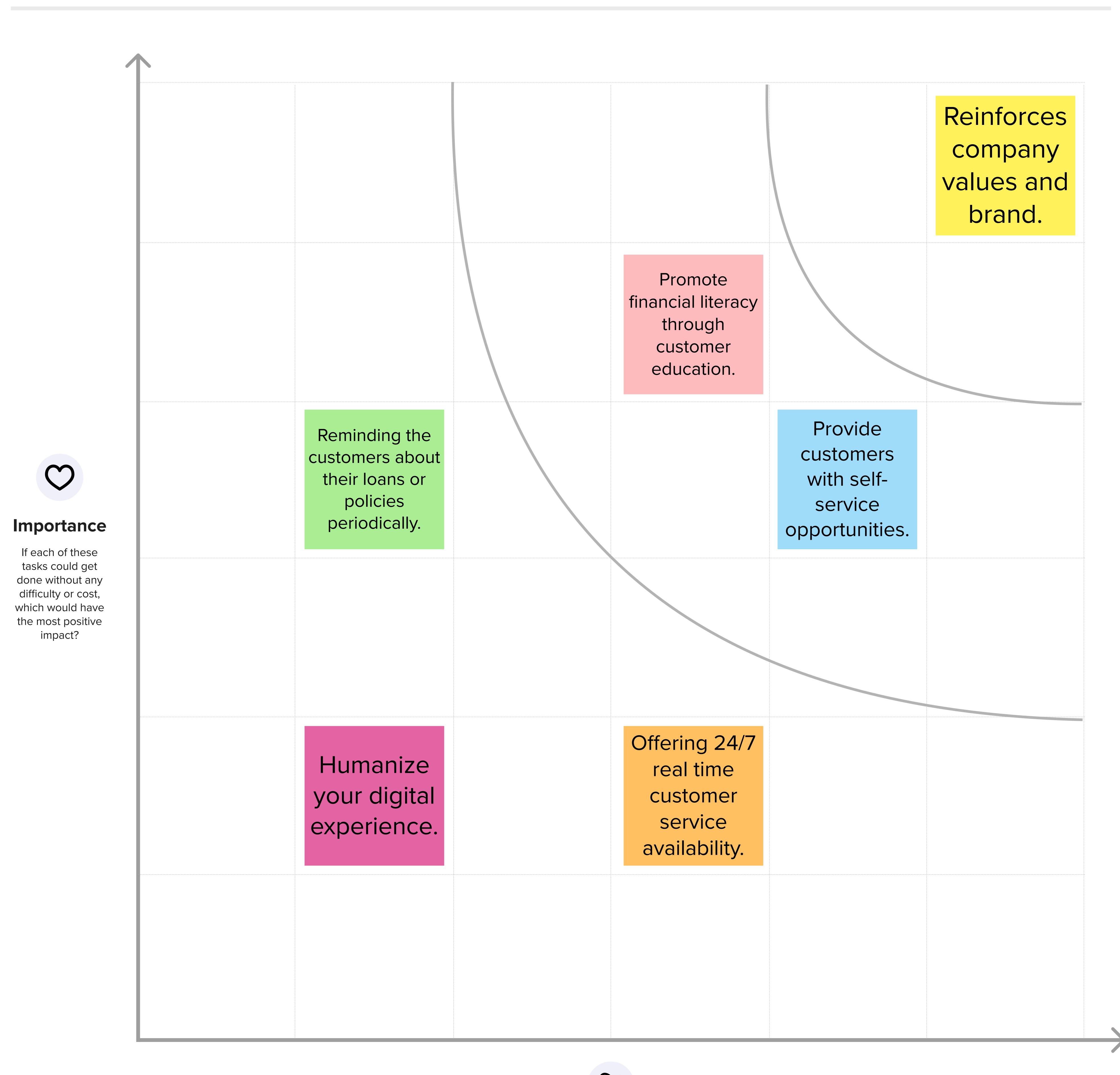




Prioritize

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.

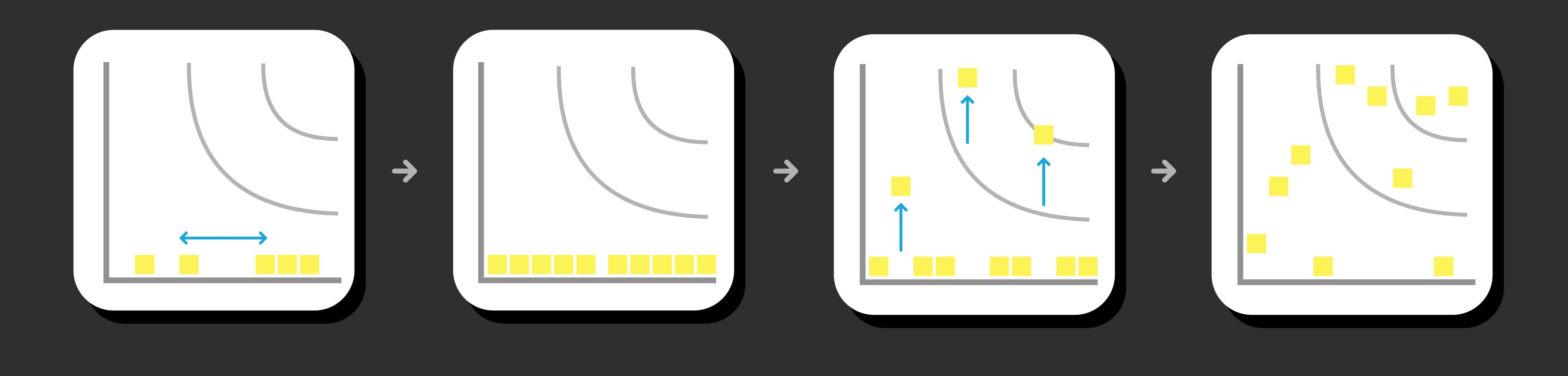
① 20 minutes





Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)





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.

В

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.

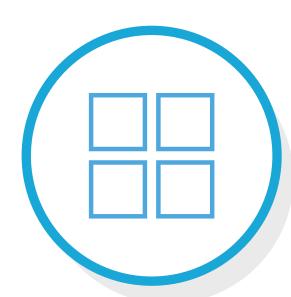
Open the template →



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 →

