Template

Brainstorm & idea prioritization

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Need some inspiration?
See a finished session in action and explore templates in our collaboration guide.

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

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

Open article →

Define your problem statement

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

- Balaji S

Expense Categories: Brainstorm all potential expense categories specific to your business, including both fixed and variable costs.

Employee Expenses: Discuss ways to optimize labor costs, such as hiring strategies, training programs, or employee benefit options.

- Balaji V

Cost-Cutting Measures: Generate ideas for cost-cutting measures and strategies that could help reduce expenses in each category.

Marketing and Advertising: Explore various marketing channels and campaigns, prioritizing those with the highest potential ROI.

- Deepraj A

Investment Opportunities: Identify areas where strategic investments might be necessary to support growth or improve efficiency.

Expansion Costs: If applicable, brainstorm expenses associated with expanding your business, whether through new locations or product lines.

- Dinesh M

Technology Investments: Consider investments in technology that can streamline operations and potentially lower long-term costs.

Maintenance and Repairs: List maintenance and repair expenses needed to keep equipment, facilities, or vehicles in good working condition.

Group ideas

Operational Expenses:
- Rent and lease payments
- Utilities (electricity, water, internet)
- Office supplies
- Equipment maintenance

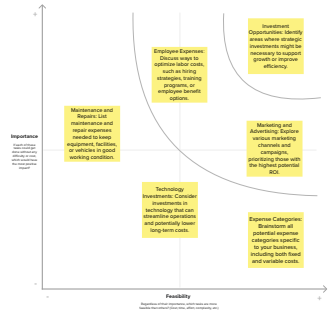
Employee-Related Expenses:
- Salaries and wages
- Employee benefits (healthcare, retirement plans)
- Training and development costs

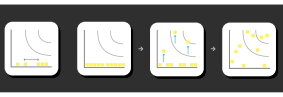
Marketing and Advertising:
- Advertising campaigns
- Social media marketing
- SEO and content creation

Production and Manufacturing Costs:
- Raw materials
- Production labor
- Machinery and equipment

Customer Support and Service:
- Customer support staff salaries
- Support tools and software

Prioritize





After you collaborate

You can expect 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 link to the mural to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Export a copy of this 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.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

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