

# 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.

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

Open article →

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.

## PROBLEM

Political Juggernauts: A Quantitative Analysis of Candidates in the 2019Lok Shaba Elections



#### Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.



Go for volume.



If possible, be visual.



#### Brainstorm

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

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Juggernaut Politics
identifies the actual
institutions and people
controlling the system and
explains how the
globalisation machine
really works

It exposes the hidden face of the unregulated global market and its unequal trade treaties and domination by big money

Globalisation is not a vehicle without a driver, or an irresistible and inevitable force of nature, as political leaders and pundits would have us believe

What has been ignored is the will of people who recognize that the benefits of globalisation do not include them and that these people would begin to hold political leaders more and more accountable.

In the second part of
Juggernaut Politics,
Jacques B. Gelinas looks
at how people can reclaim
the social and economic
power that globalisation
has eroded away





## Group ideas

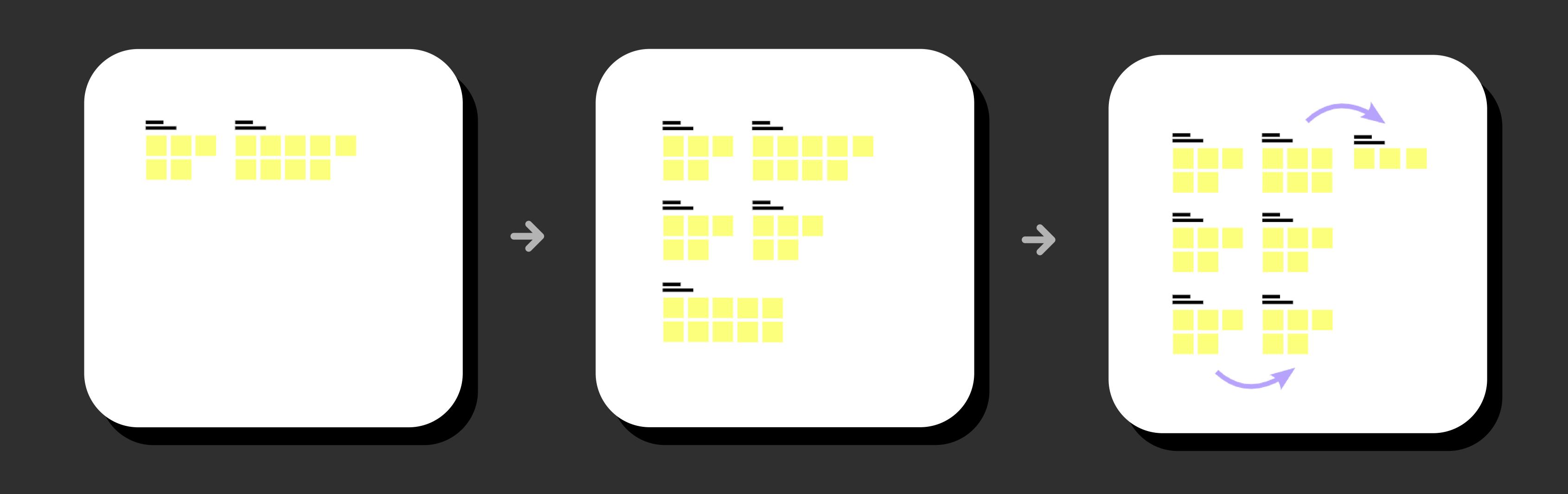
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

( ) 20 minutes

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

The Lok Sabha is composed of election on the basis of Universal Adult the States and 20 representing the India Were conducted in the 2019 Indian Were conducted in seven phases from the 2019 by the Election of India.

The Lok Sabha is composed of place of people chosen by direct the Sufficient of the Sais of Universal Adult the States, with 530 members of India allows I the States and 20 representing the Election was formed and the Indian was formed the Election of India.





#### 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

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.

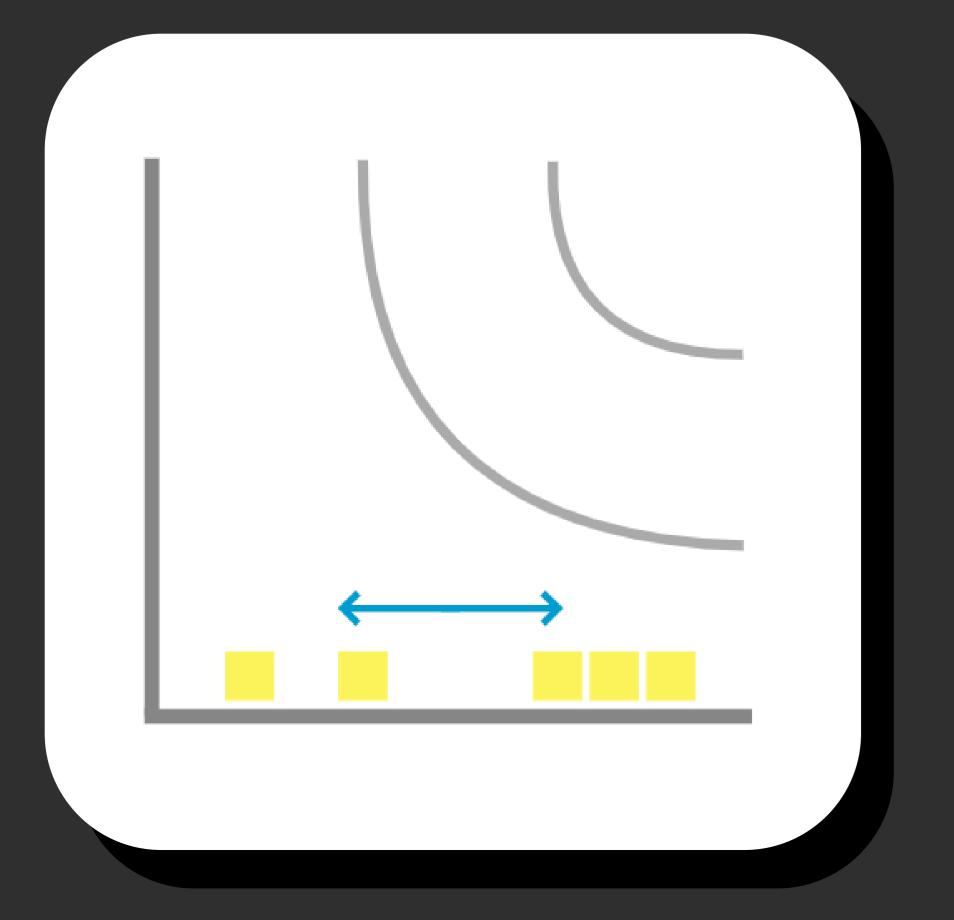
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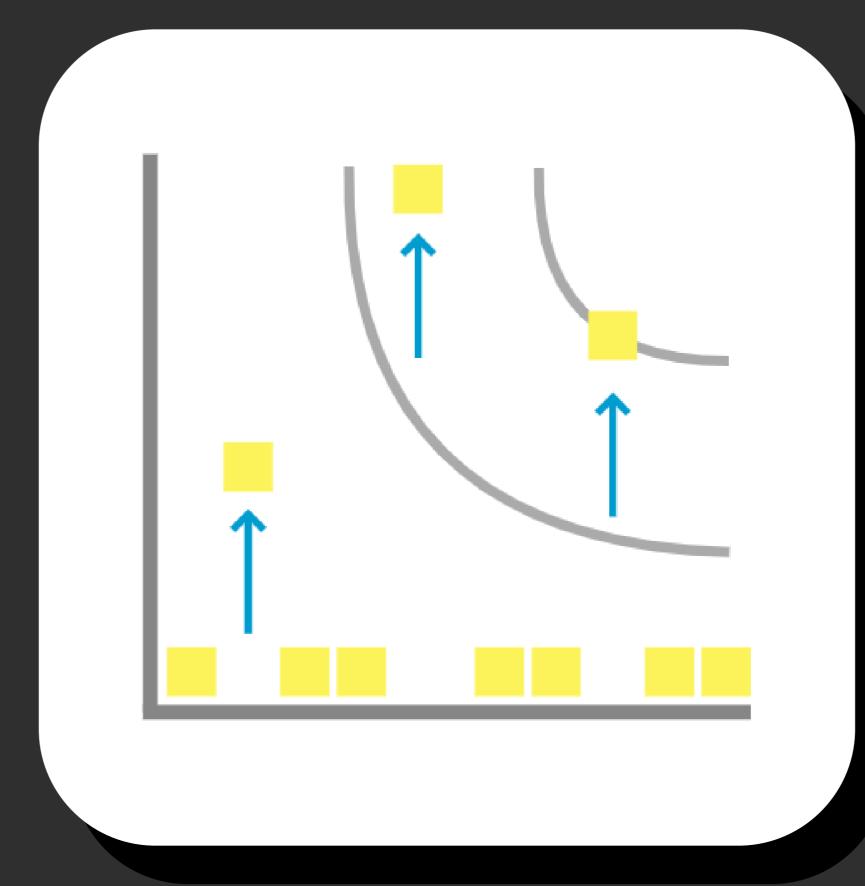
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## After you collaborate

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.

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