

Brainstorm many ideas

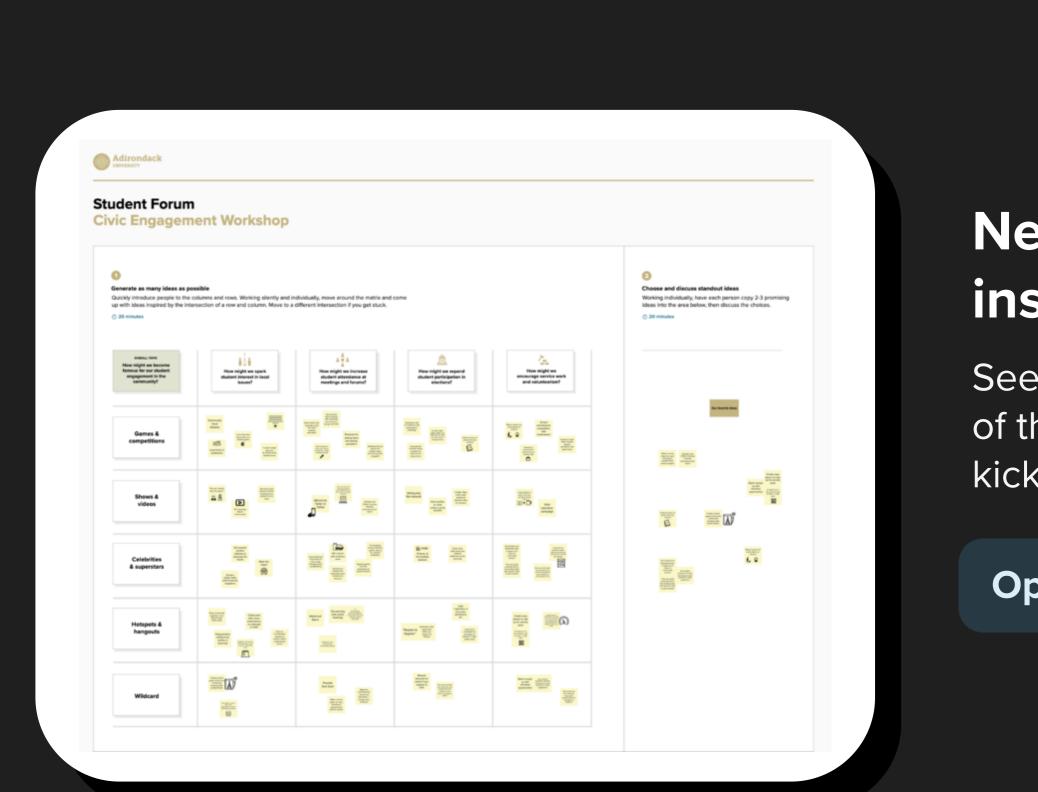
It's hard to come up with great ideas out of thin air. Use this structure to generate lots of ideas more easily by using the intersections within a grid to spark new thinking, then move forward with only the most promising ones.

30 minutes to prepare

1 hour to collaborate

4-10 people recommended

Created in partnership with LUMA INSTITUTE





Before you collaborate

Compared to many other templates, this one needs more preparation in advance, but it's worth the up-front effort.

① 30 minutes

- What is a CRM for Higher Education, and Why is it Important? CRM is – customer relationship management CRM higher education technology enables institutions to manage relationships with all of their customers.
- Why is a CRM Important? with CRM, faculty and staff can collaborate from anywhere and track critical metrics such as retention, enrollment, and engagement rates across a variety of channels.
- CRM platform eliminates the pain of having disparate data spread across a variety of systems.

More time for faculty and staff to do what they do best

institutions can provide more tailored outreach to prospective students, automate self-service, and increase alumni engagement

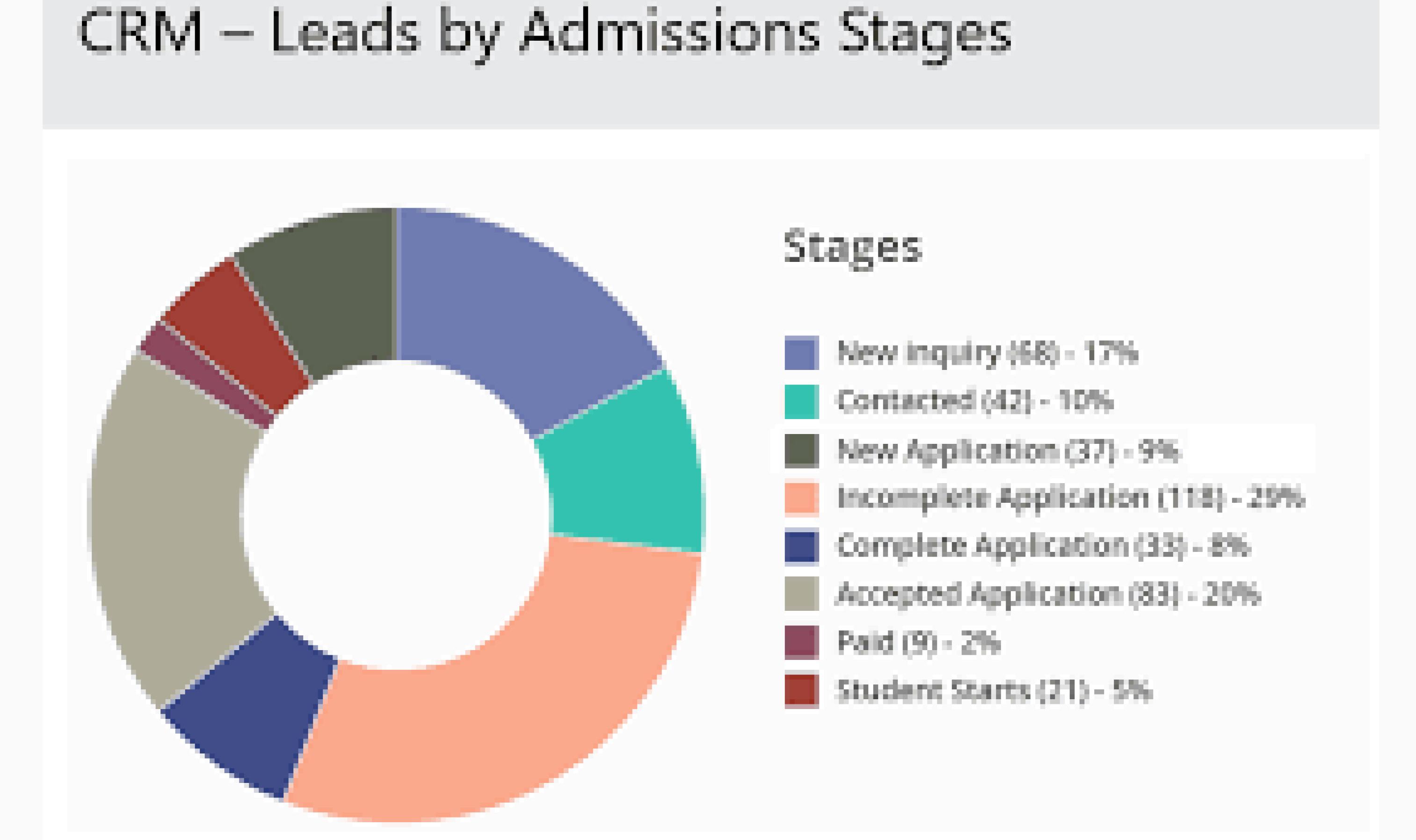
Open the template →

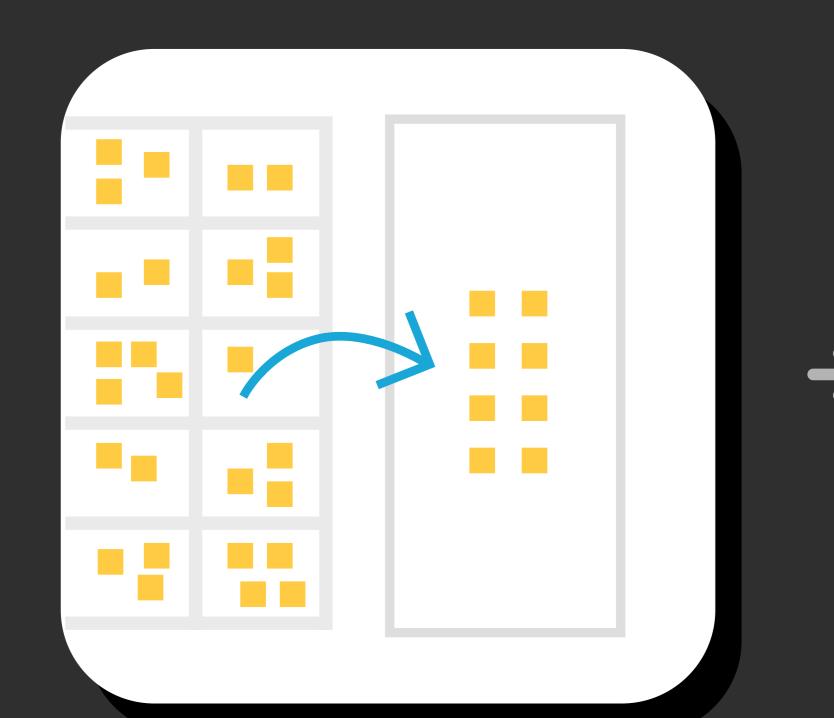
Benefits of CRM for Higher Education

Type your paragraph...

- A unified view of constituent information
- \$2.4 million in total legacy cost savings
- An improved student experience Empowered faculty and staff
- The flexibility needed to pivot quickly
- Type your heading...
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- Type your heading... Type your heading...
- Type your heading...
- Invite collaborators
- This session is best with a cross-disciplinary group of people who are at least somewhat familiar with the topic.







Choose and discuss standout ideas

Working individually, have each person copy 2-3 promising ideas into the area below, then discuss the choices.

① 20 minutes

Quick add-ons

Cluster related ideas Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

Vote on the most promising ideas

Narrow your focus to only the strongest few ideas by holding a Voting session. Give each person 2 votes.

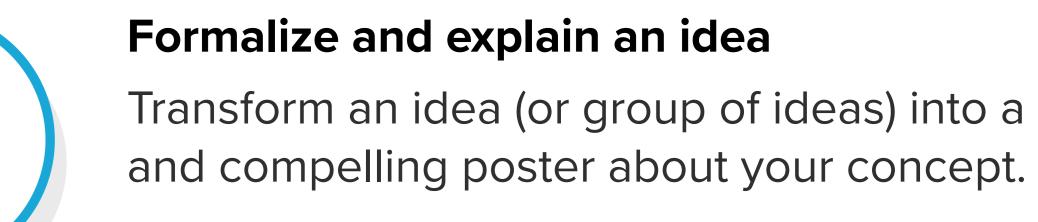
Keep moving forward

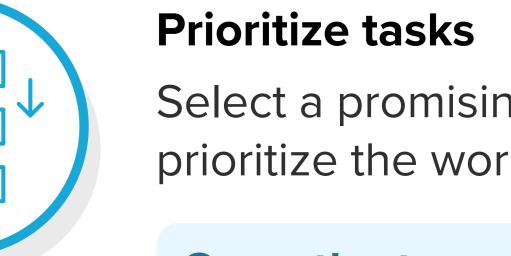
After you collaborate

A brainstorm like this typically results

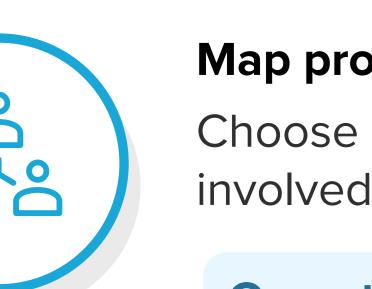
n a handful of promising ideas that

ou can carry forward and act upon.





Select a promising idea, then use this template to



Map project stakeholders

Share template feedback