

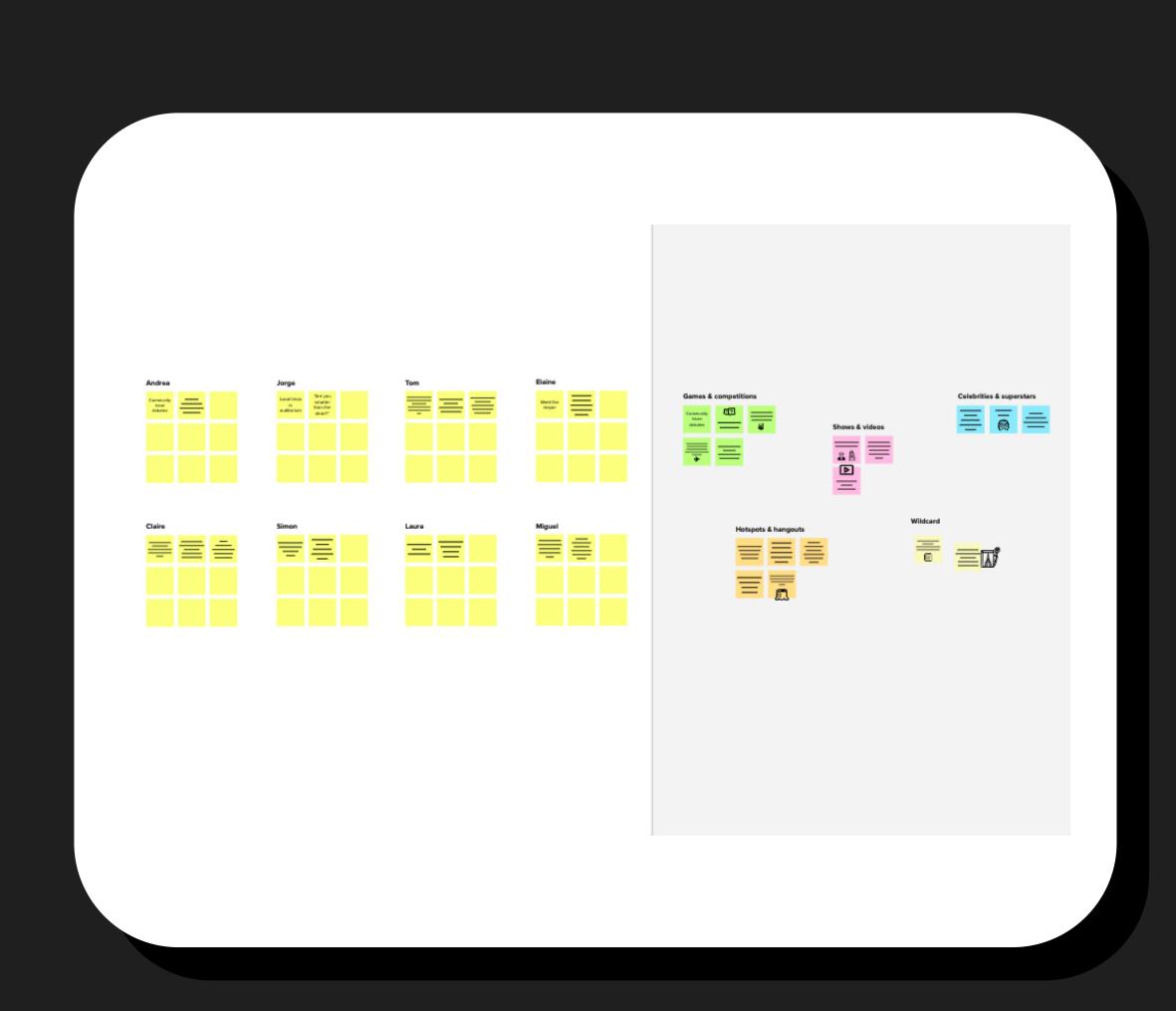
Brainstorm & idea prioritization

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

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

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

① 5 minutes

PROBLEM

Pinding



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

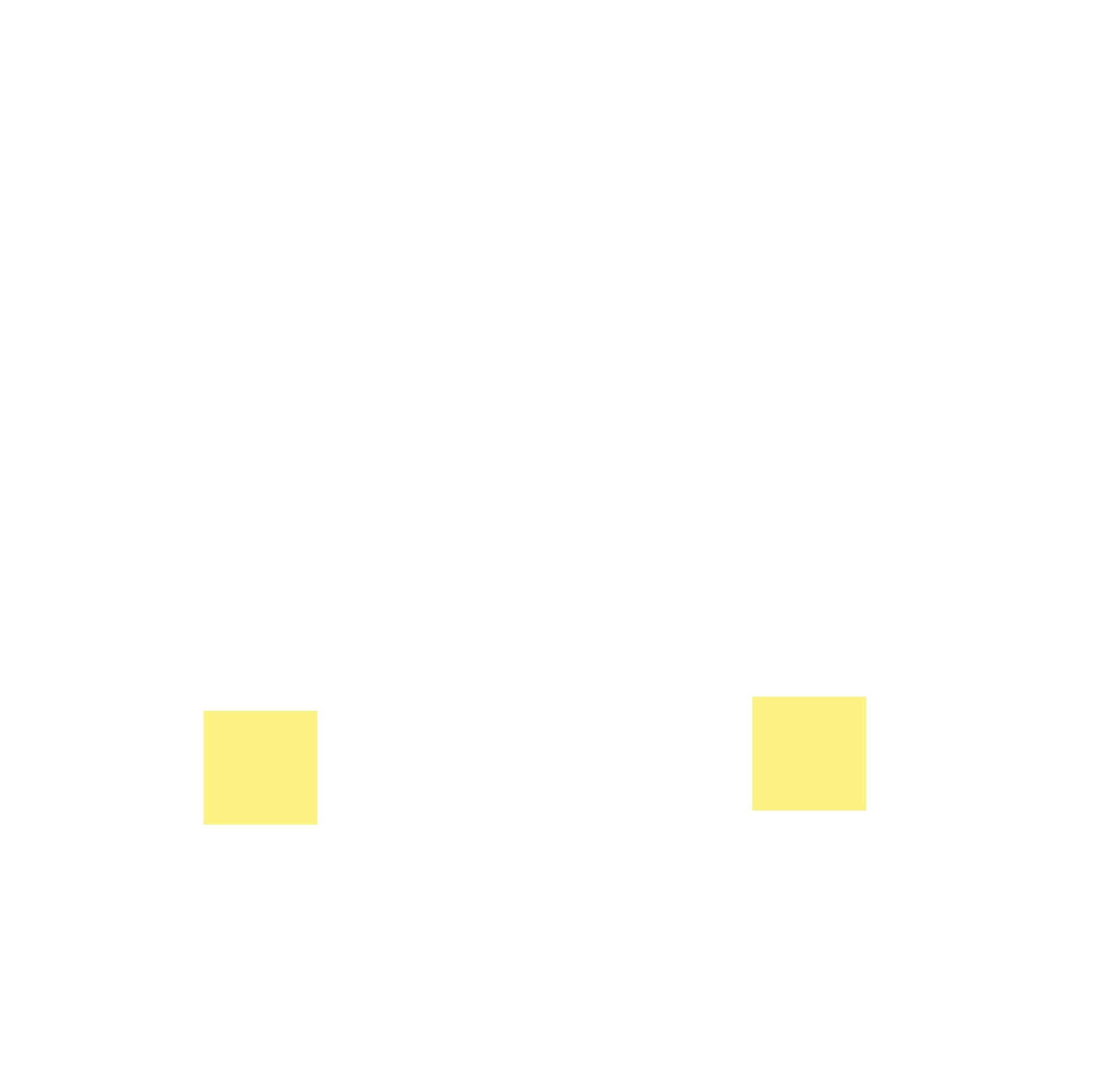
Write down any ideas that come to mind that address your problem statement.

① 10 minutes

TIP

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



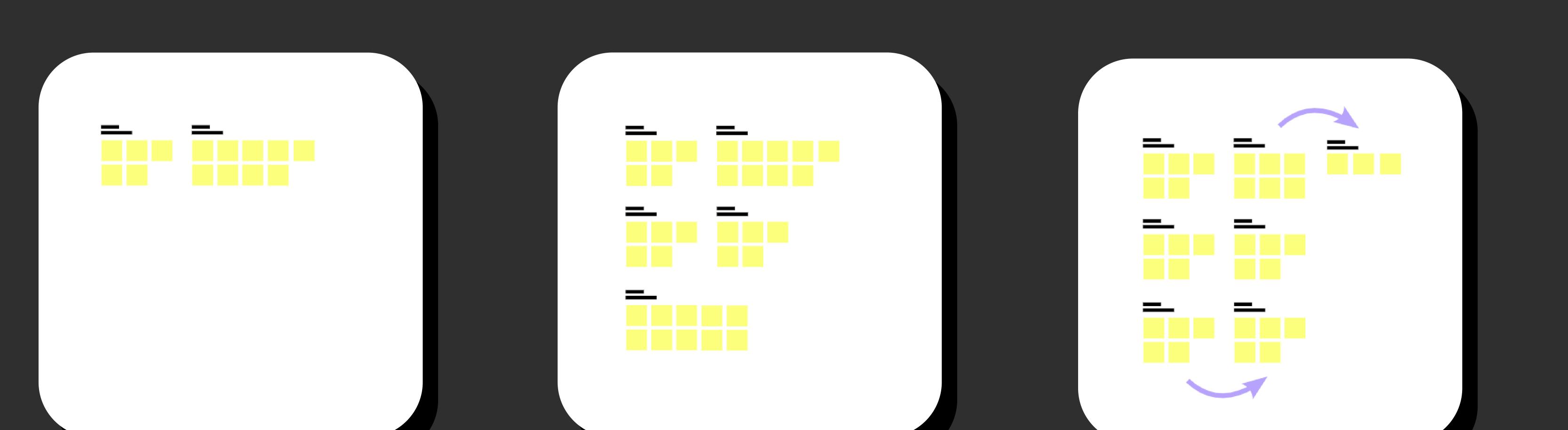




our ideas while clustering similar or related notes as you go. Once all een grouped, give each cluster a sentence-like label. If a cluster is y notes, try and see if you and break it up into smaller sub-groups.

TIP

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



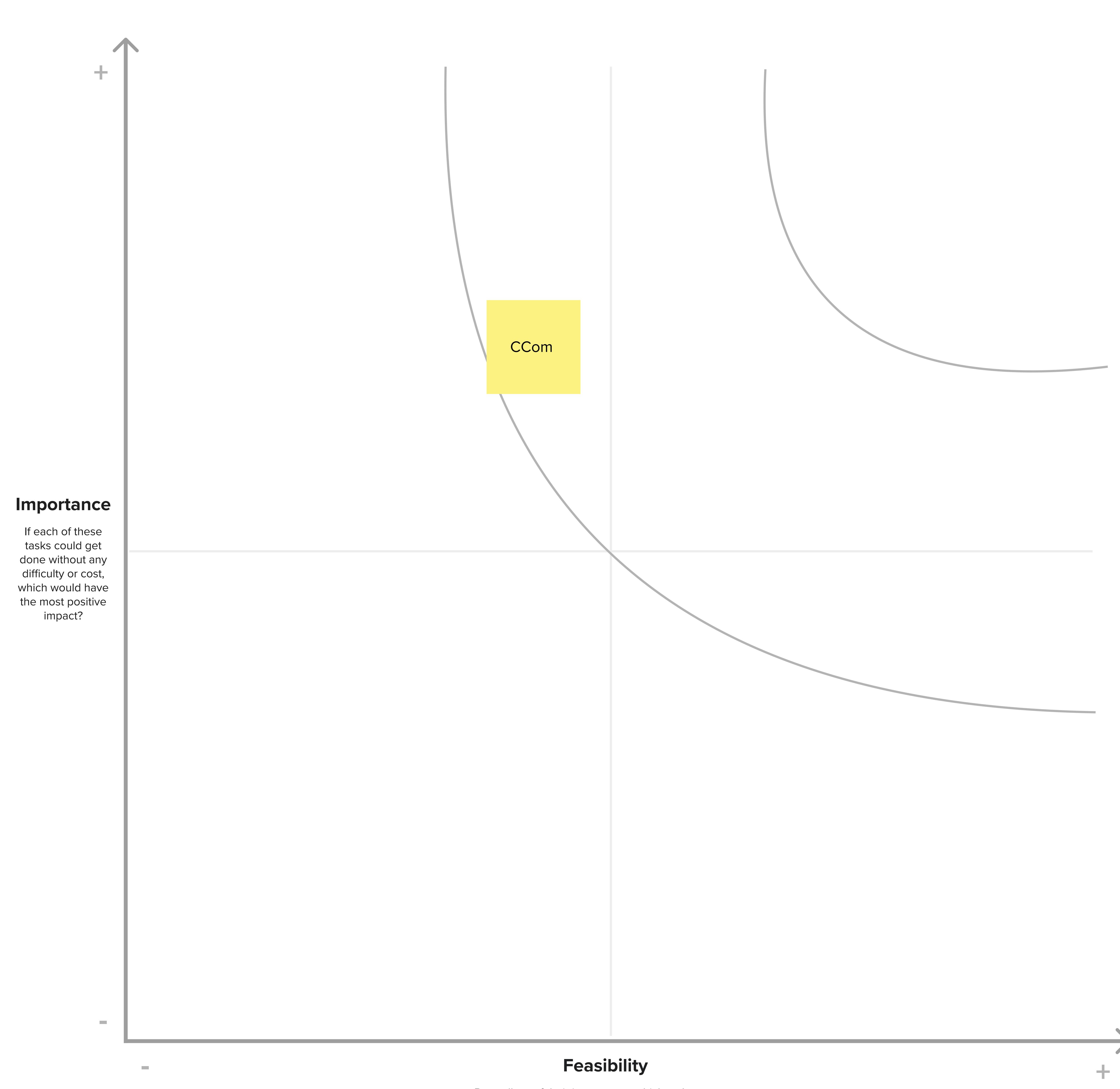


Prioritize

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.

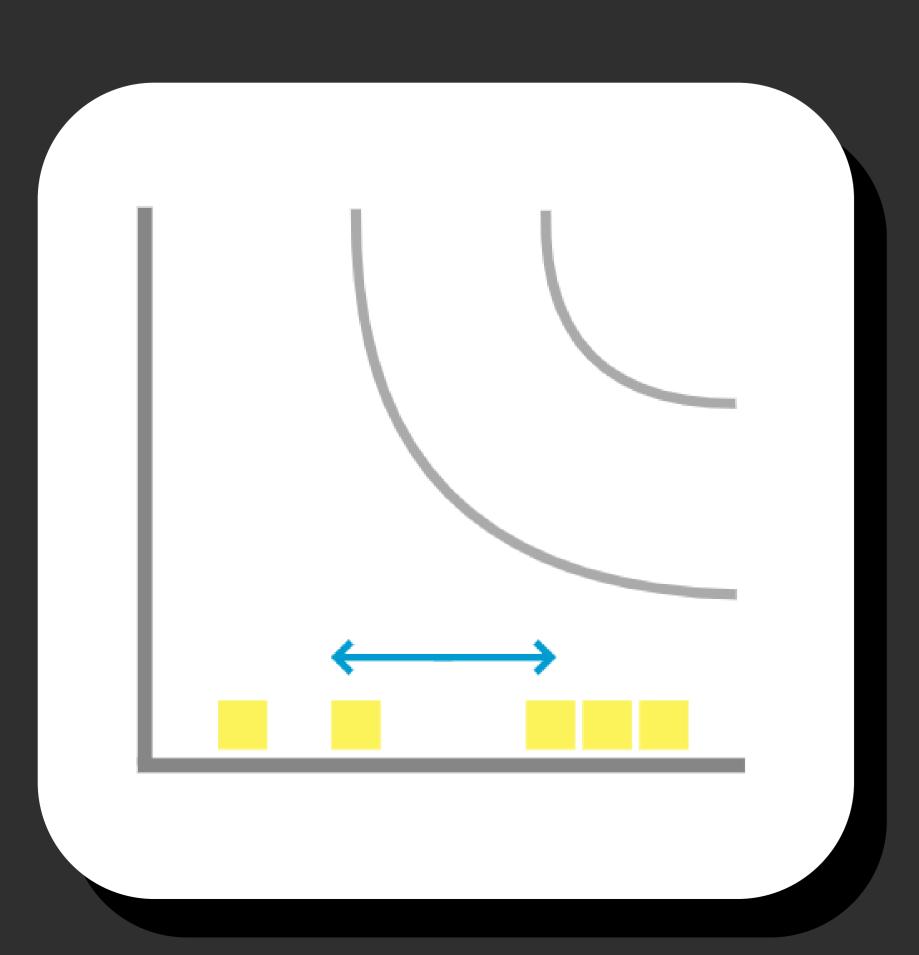
① 20 minutes

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.

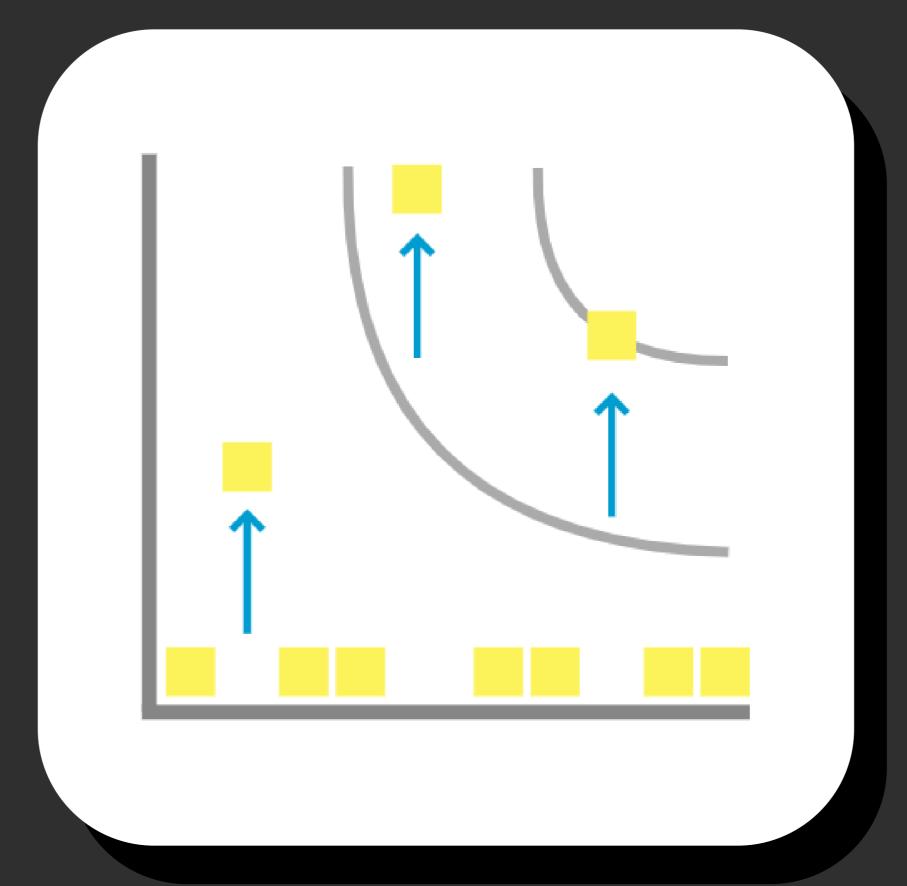


Regardless of their importance, which tasks are more

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

Δ

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.

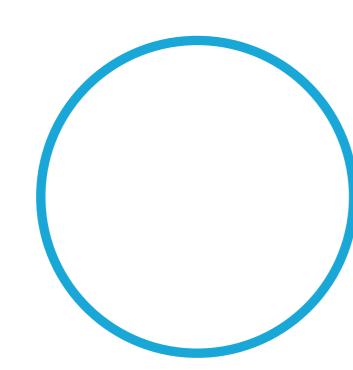
Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

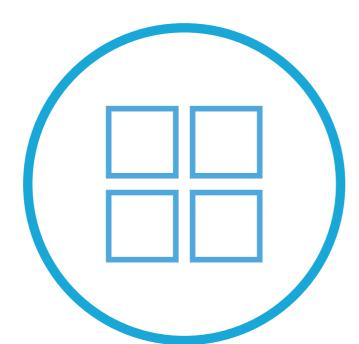
Open the template



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

Share template feedback