

# 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

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

## Team gathering

#### 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.



# Define your problem statement

"Increasing user engagement and maintaining a consistent viewership for Instagram Reels amid evolving content preferences and trends, while also ensuring that the content remains relevant and appealing to the target audience."

① 5 minutes

#### **PROBLEM**

How might we [your problem statement]?



# Key rules of brainstorming

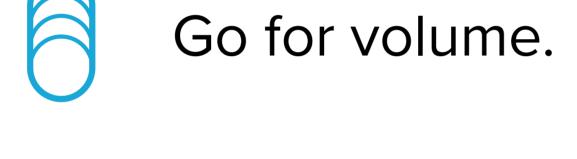
To run an smooth and productive session















# Brainstorm

Here are some ideas to Creating a sponsored post for Instagram using Canva is a great way to grab your audience's attention.



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

#### Harini Nivedha Saranya Lavanya Limited-Behind-the-Infographic or Data User-How-to Testimonials Influencer Tutorial or Interactive Behind-the-Contest or Product Time Offer Scenes Tutorial Generated and Reviews Collaboration Scenes Content How-To Giveaway Showcase Visualization Sneak Peek Content

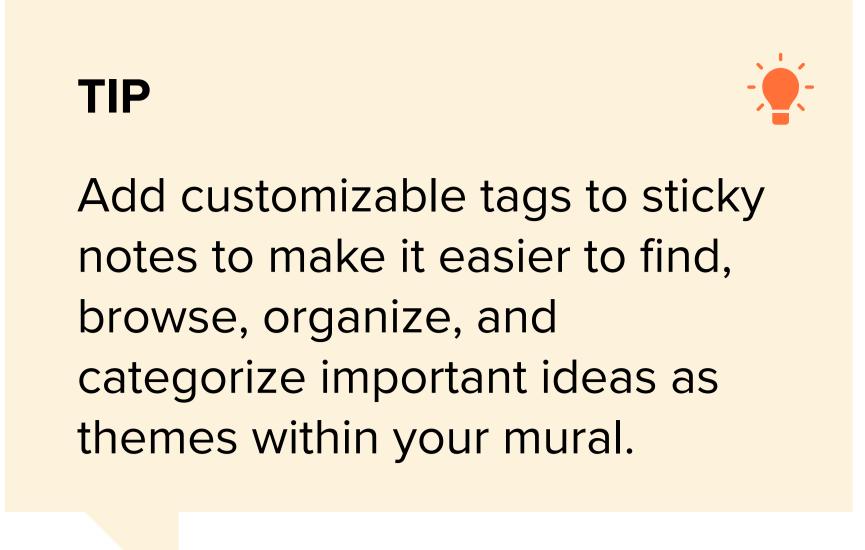




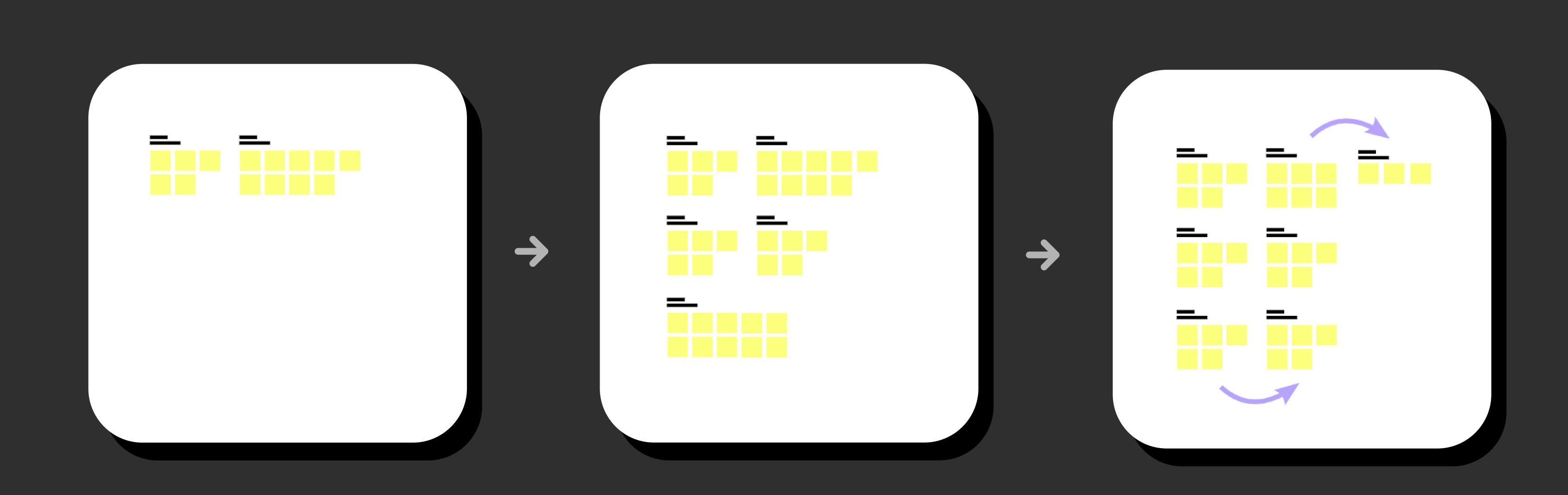
# Group ideas

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



- 1.Product Unboxing: Showcase the excitement of unboxing the sponsored product, highlighting its key features and benefits in a visually appealing manner.
- 2.Tutorial or How-To: Create a quick tutorial or how-to video demonstrating how the sponsored product can be used effectively, offering viewers valuable insights and tips.
- 3.Behind the Scenes: Take your audience behind the scenes of the product's creation or development process, giving them an exclusive look at what goes into making the product.
- 4.User-Generated Content: Encourage users to submit their own content using the sponsored product, showcasing the various ways in which it can be integrated into their lives.
- 5.Influencer Collaboration: Partner with a popular influencer to promote the product in a creative and engaging way, leveraging their unique style and audience appeal to generate interest.
- 6.Contest or Giveaway: Host a contest or giveaway in which participants can win the sponsored product, encouraging users to engage with the post and share it with their friend





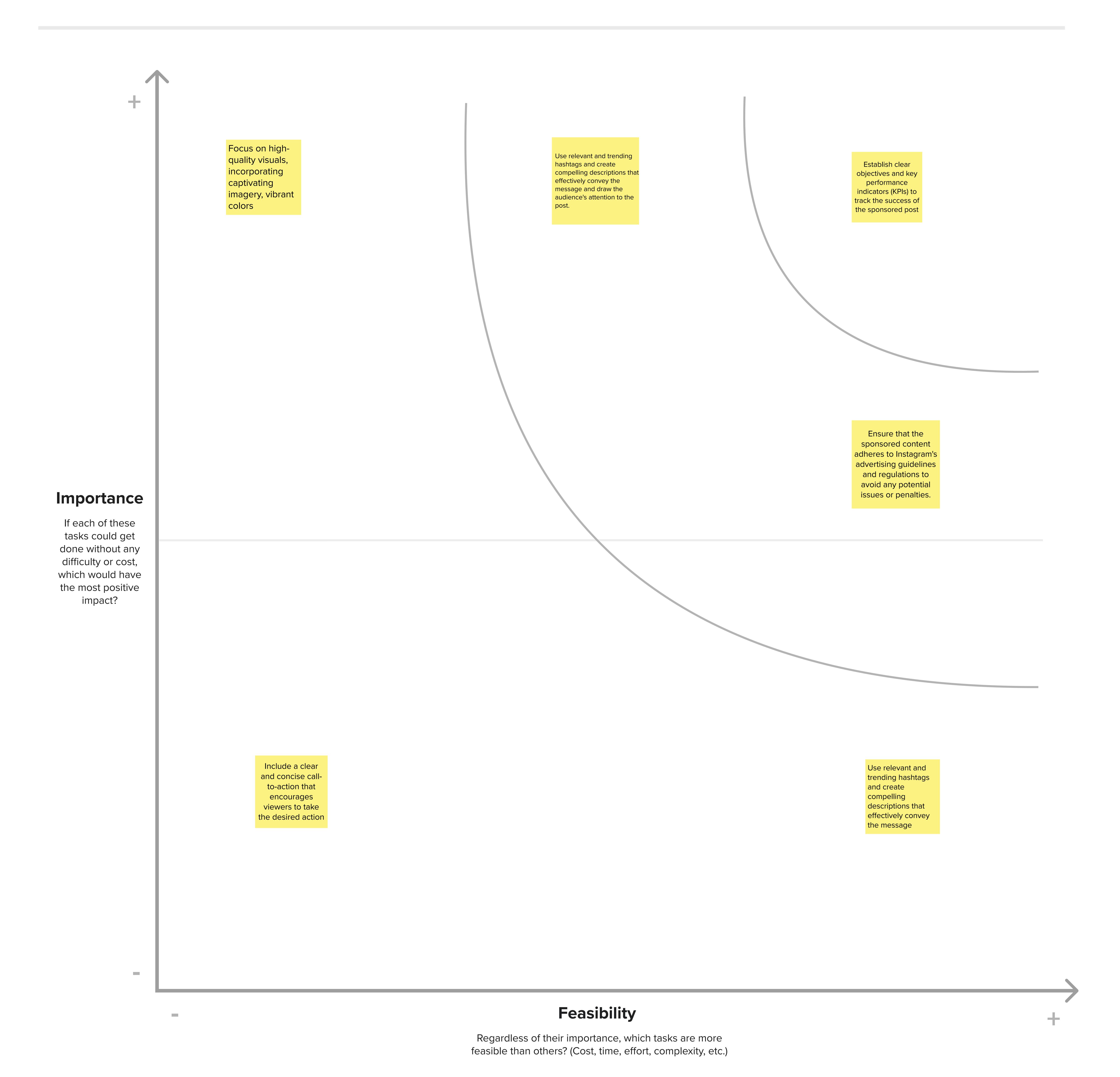
# Prioritize

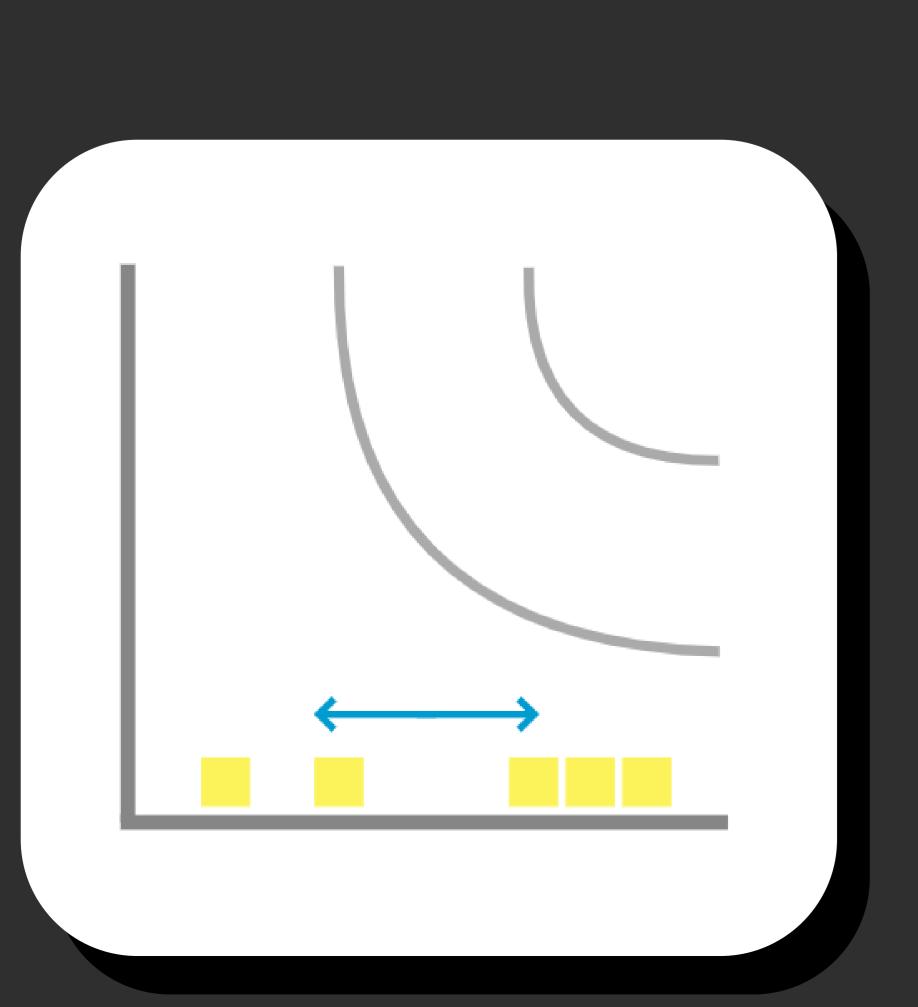
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes

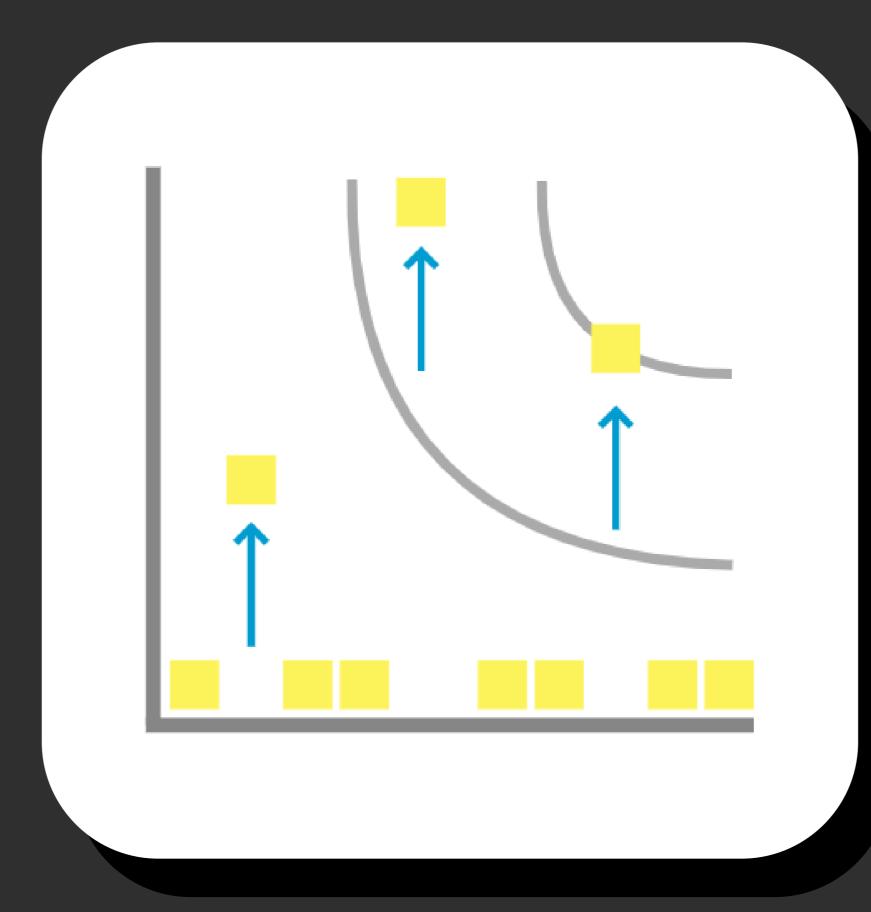
#### TIP

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.













# 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.

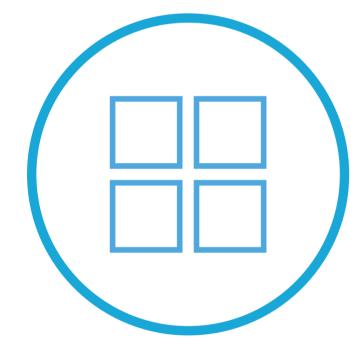
Open the template →



### 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 →

Share template feedback