

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

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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 brainstorn

5 minutes

PROBLEM

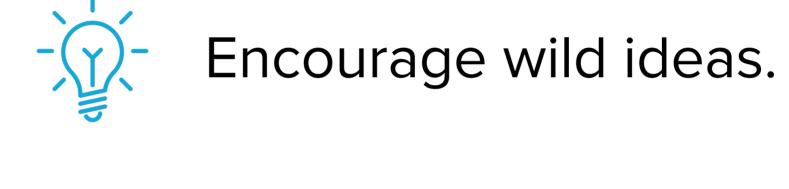
make sure your thumbnail image is as large as possible. Different audiences have different tastes and thumbnail style.



Key rules of brainstorming

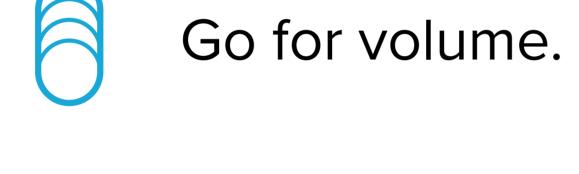
To run an smooth and productive session













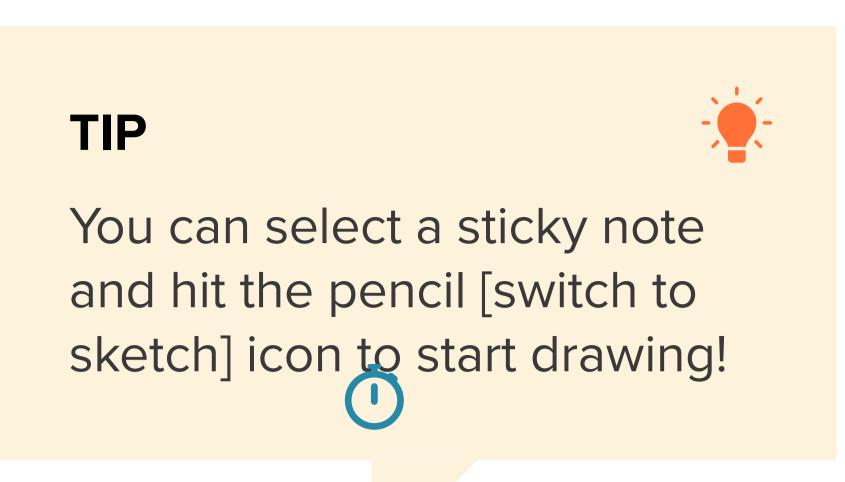


Brainstorm

Group ideas



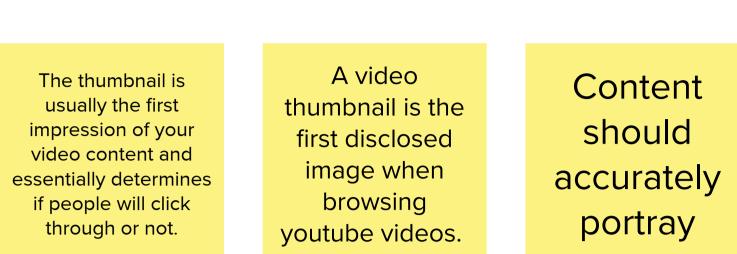




Person 1

All you have to do is think of thumbnails as book covers	You must verify your phone number before being able to add a custom thumbnail	Include a Shortened Version of Your Video Title

Person 2



Person 3

Take	Although the
	image matters a
advantage	lot, it isn't going
of white	to explain the
	exact purpose of
space	your video.

The title doesn't mean to put anything relevant to

your content

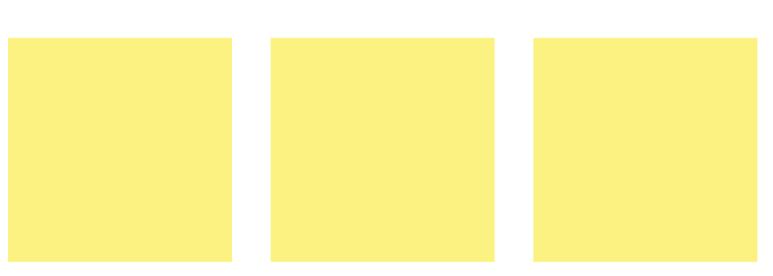
Person 4



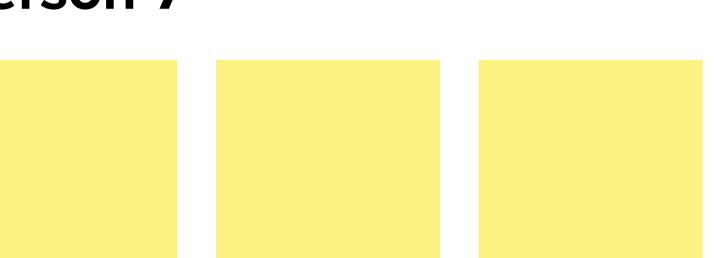
Person 5



Person 6



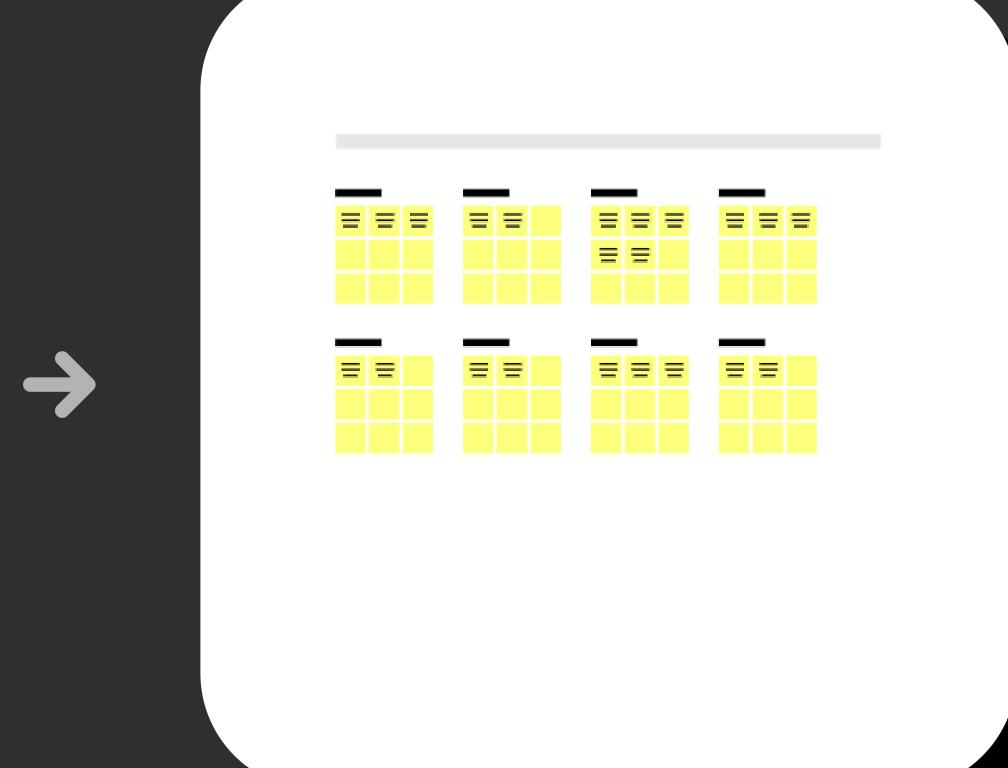
Person 7



Person 8







turns sharing your ideas while clustering similar or related notes as you go. Once all TIP notes have been grouped, give each cluster a sentence-like label. If a cluster is Add customizable tags to sticky r than six sticky notes, try and see if you and break it up into smaller sub-groups. notes to make it easier to find, browse, organize, and categorize important ideas as minutes themes within your mural. The title doesn't mean to put anything relevant to your content Content Take should advantage accurately portra of white space



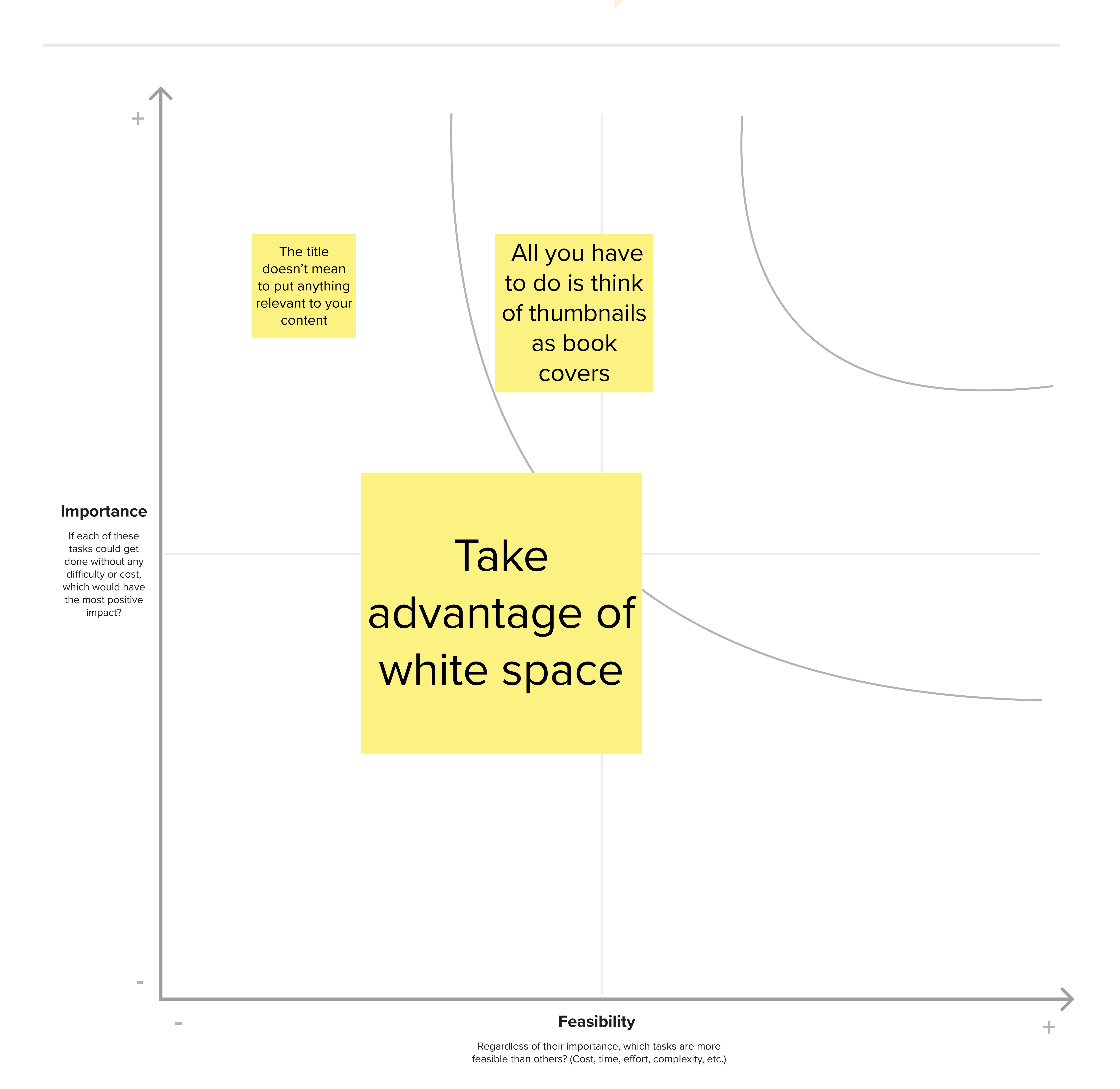
Prioritize

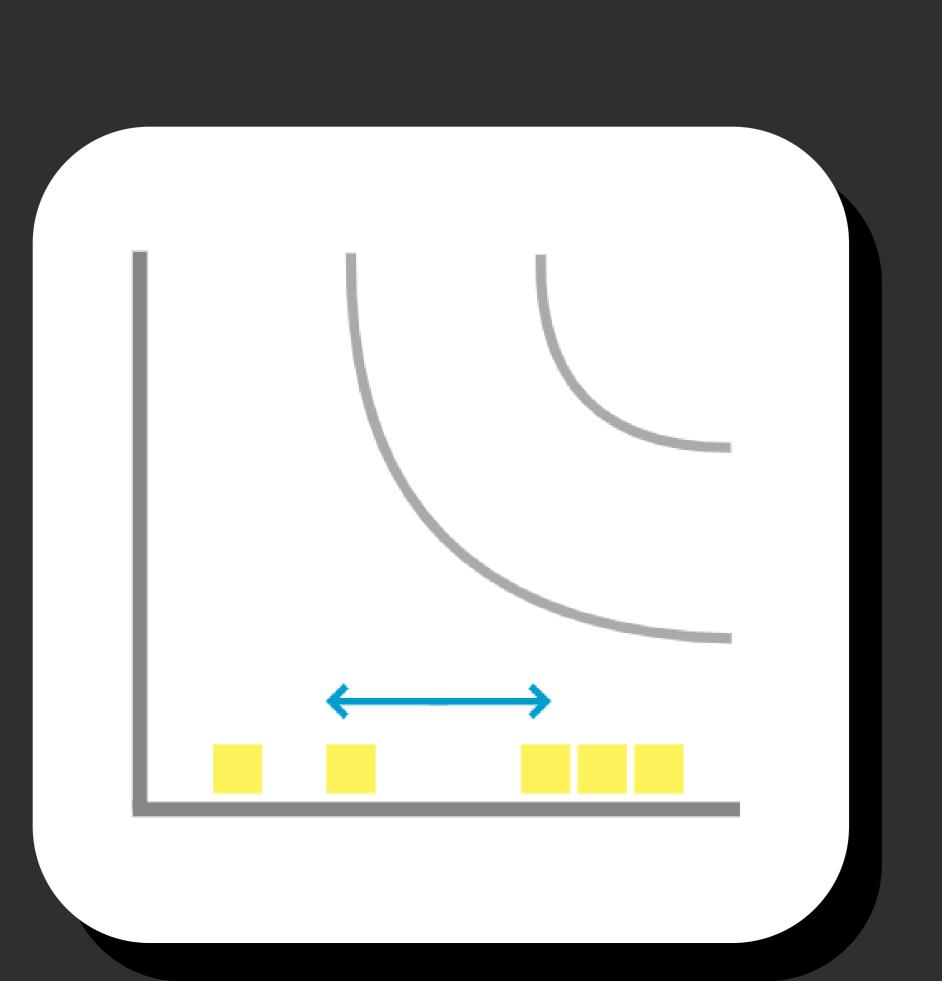
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes

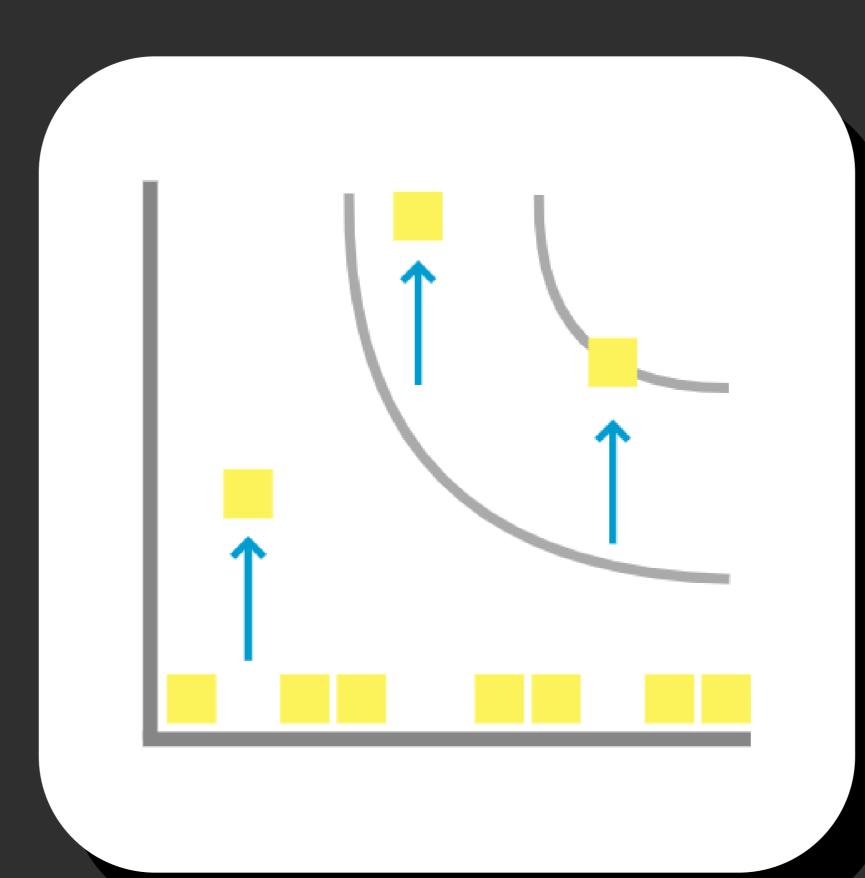
TIP

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.

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.

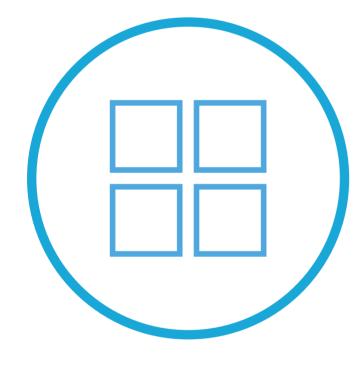
Open the template →



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 →

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