

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	26 OCTOBER 2023
NM/Team ID	5524E12E0263960BCCC414662E21FC25
Project Name	Project -Creating an Sponsored Post for Instagram
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-I: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & Idea Prioritization Template:

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Step-1: Team Gathering, Collaboration and Select the Problem Statement



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

O



Before you collab

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

A Team gathering

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

B Set the goal

Think about the problem you'll be focusing on solving in session.

C Learn how to use

Use the facilitation tools to run a smooth and productive session.

[Open article](#)

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 session.

Learn how to use the facilitation tools to run a smooth and 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.

⌚ 5 minutes

problem statement)?



Key rules of brainstorming

To run a smooth and productive session

9 gay in

topic. Encourage wiki ideas.

Deter judgment Listen to others.

Go for volume. If possible, be visual.

How we [your]

Step-2: Brainstorm, Idea Listing and Grouping

2
Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Amar Yuktesh Person 3 Person 4

Person 5 Person 6 Person 7 Person 8

Group ideas

Take turns sharing your ideas clustering similar ones related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it into smaller sub-clusters.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find. You can also use them to categorize important ideas as themes within your mind.

Step-3: Idea Prioritization

O

Prioritize

team be on the same page about what's important moving forward.

your ideas on this grid to determine which are **important**

* nich are feasible.

20 minutes

♥

Importance

Each of these tasks could get done quickly or cost little. Which would have the most positive impact?

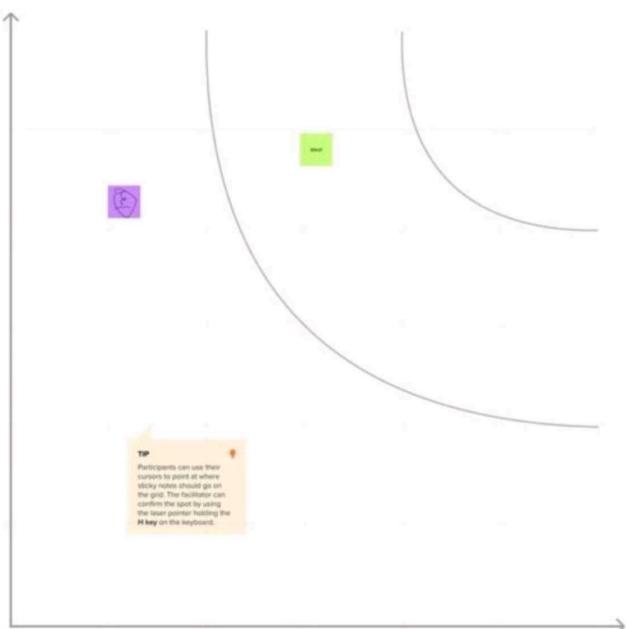


TIP:
Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm placement by pressing the **H** key on the keyboard.



Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



Brainstorm & idea prioritization

This template is for your own brainstorming sessions on your team calendar or in-person. You can also start planning events if you're not sitting in the same room.

Before you collaborate

A job fair or networking gives a long day to many people. Plan what you need to do and the kind of place there will be.

10 minutes

Define your problem statement

What problem are you trying to solve? Write your problem statement and the kind of place there will be.

10 minutes

Brainstorm

Write down any ideas that come to mind. This is a time for generating ideas.

10 minutes

Group Ideas

Take turns sharing your ideas after completing yours or related ones as you go. Once all ideas have been shared, group ideas into categories by day slot. If a category has more than one day slot, by end of 5 min who break up ideas into groups.

10 minutes

Prioritize

Now it's time to be on the same page about which ideas are most important. Prioritize your ideas on this grid to determine which ideas are the most and which are least.

10 minutes

After you collaborate

Now it's time to be on the same page about which ideas are most important. Prioritize your ideas on this grid to determine which ideas are the most and which are least.

10 minutes

Brainstorm Feedback

Most used features

Most used features

Open feedback

Brainstorm

Brainstorm

Open feedback

Collaboration

Collaboration

Open feedback

Evaluation

Evaluation

Open feedback

Brainstorm & idea prioritization

Use this template in your online brainstorming session to help you learn and unlock new ideas and start shaping concepts even if you're not sitting in the same room.

Before you collaborate

A day before the session, give it some time with this template so that you have time to get going.

Define your problem statement

Define your problem statement that addresses your problem statement. This will be the focus of your discussion.

Brainstorm

With sticky notes, ideas that come to mind that address your problem statement. This will be the focus of your discussion.

Group ideas

Now it's time to cluster your ideas while keeping them separate. Once all sticky notes have been grouped, give each cluster a reference line item. If a cluster is bigger than ten sticky notes, try and split it up like clusters into groups.

Prioritize

Now it's time to prioritize all the same page about what's important. Prioritize. Place your ideas on the grid to determine which ideas are important and which are not.

After you collaborate

Review the results of the session with stakeholders or self-share with members of your company who might be helpful.

Quick next steps

- Share the final document with the team with collaboration to keep them from the beginning of the session.
- Export the word document as a PDF or share in Google Sheets or Sheets to access the file.

Key investing framework

- Brainstorm
- Collaborative planning map
- Strengths, weaknesses, opportunities & threats (SWOT) analysis

Share template feedback



Brainstorm & idea prioritization

use this template your own brainstorming sessions so you're team their and

Stan shaping concepts even not sitting in the same room.

10 minutes to prepare

1 hour to collaborate

2-8 people recommended



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.

10 minutes

A Team gathering

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

B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C 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.

5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Encourage wild ideas.

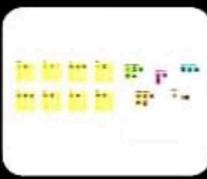
Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open sample →

Brain

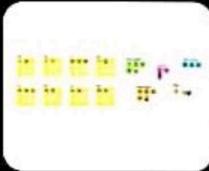


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Before you collaborate

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⌚ 10 minutes

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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.

⌚ 5 minutes

How might we [your problem statement]?



Key rules of brainstorming
To run a smooth and productive session

Stay in topic.	Encourage wild ideas.
Defer judgment.	Listen to others.
Go for volume.	If possible, be visual.



Bra...

Write that...

⌚ 10

Person...

...facilitate...

Person...

...ideas...

Brainstorm

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

10 minutes

Person 1

TRUST ISSUES UPON THE WEBSITE	DON'T WANT TO WORK FOR LOW SALARY	DON'T WANT TO WASTE HIS/HER POTENTIAL
AFRAID OF REJECTION	DIFFICULT TO FIND CORRECT TIME TO START	LACK OF COMMUNICATION SKILLS
MANTAIN YOUR PERSPECTIVE	STRAIN AND STRESS	STAY POSITIVE

Person 2

DON'T WANT TO WORK MORE	TRUST ISSUES ON THE COMPANY	OVERLOAD OF INFORMATION
LACK OF CONFIDENCE	STRESS	ANXIETY FOR JOB
ATTITUDE		

Person 3

UNSUITABLE WORK CULTURE	ANXIOUS ABOUT CAREER PLANNING	WORK LIFE BALANCE
AFRAID OF REJECTION	POSITIVE THINKING	MAKE A PLAN

Person 5



Person 6



Person 7



Person 1

TRUST ISSUES UPON THE WEBSITE	DON'T WANT TO WORK FOR LOW SALARY	DON'T WANT TO WASTE HIGHER POTENTIAL.
AFRAID OF REJECTION	DIFFICULT TO FIND CORRECT TIME TO START	LACK OF COMMUNICATION SKILLS

Person 2

DON'T WANT TO WORK MORE	TRUST ISSUES ON THE COMPANY	OVERLOAD INFORMATION
LACK OF CONFIDENCE	STRESS	ANXIETY FOR JOB
ATTITUDE		
MAINTAIN YOUR PERSPECTIVE		

Person S



Person 6



Person 3

Person
4

OVERLOAD OF
INFORMATION

UNSUITABLE
WORK
CULTURE

ANXIOUS
ABOUT
CAREER
PLANNING

WORK LIFE
BALANCE

ANXIETY
FOR JOBS

AFAID OF
REJECTION

POSITIVE
THINKING

MAKE A
PLAN

PROBLEMS IN
UNDERSTANDING
THE CONTENT

DIFFICULT
TO
HANDLE
PRESSURE

Person 7

Person 8



PROBLEMS IN UNDERSTANDING THE CONTENT	LACK OF CONFIDENCE IN PRESENTING	NEW TO COMPETITION IN JOB MARKET
DIFFICULT TO HANDLE PRESSURE	SALARY AND TRUST ISSUES	LACK OF SKILLS

You can ~~elect a sticky~~ note
and hit the pen—I [switch to
sketchl icon to start ~~drawin~~

**STAY
POSITIVE**

**POSITIVE
THINKING**

Person 4

**STRAIN
AND
STRESS**

STRESS

Person 8

Group ideas

Take turns sharing
your ideas while
clustering similar sticky
notes have been
grouped, give each
cluster bigger than
six sticky notes. try
and see if you and

You can select a sticky note and hit the pencil
(switch to sketch icon to start drawing)

(i) 20 minutes



Person 4

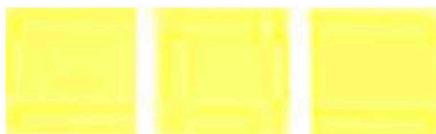


(i) 20 minutes

STAY
POSITIVE



Person 8



Group ideas

Take turns sharing your idea! sticky notes have been grou bigger than six sticky notes,¹

STRAIN
AND
STRESS

STRESS

LACK OF
SKILLS

LACK OF
CONFIDENCE
IN
PRESENTING

LACK OF
COMMUNICATION
SKILLS

LACK OF
CONFIDENCE

SALARY
AND
TRUST
ISSUES

DON'T WANT
TO WORK
FOR LOW
SALARY

TRUST
ISSUES
UPON THE
WEBSITE

LACK OF SKILLS

ANXIETY
FOR JOB

ANXIOUS
ABOUT
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PLANNING

**LACK OF
SKILLS**

**LACK OF
CONFIDENCE
IN
PRESENTING**

**LACK OF
COMMUNICATION
SKILLS**

**LACK OF
CONFIDENCE**

**SALARY
AND
TRUST
ISSUES**

**TRUST
ISSUES
UPON THE
WEBSITE**

**DON'T WANT
TO WORK
FOR LOW
SALARY**

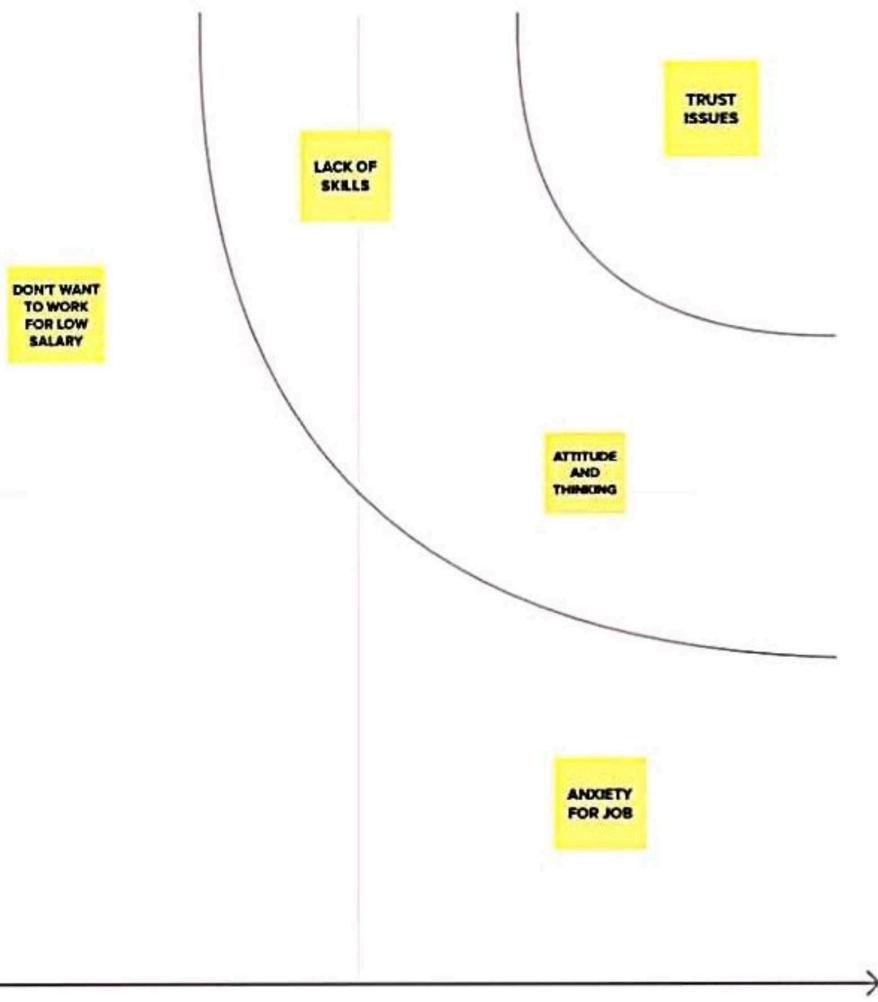
**ANXIETY
FOR JOB**

**ANXIOUS
ABOUT
CAREER
PLANNING**

on the same page about what's important
our ideas on this grid to determine which
which are feasible.

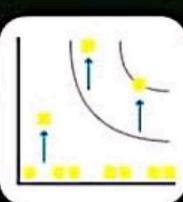
TIP

Participants can use their
cursor 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**A Share the mural**

Share a view link to the mural with stakeholders to keep
them in the loop about the outcomes of the session.

B 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

4

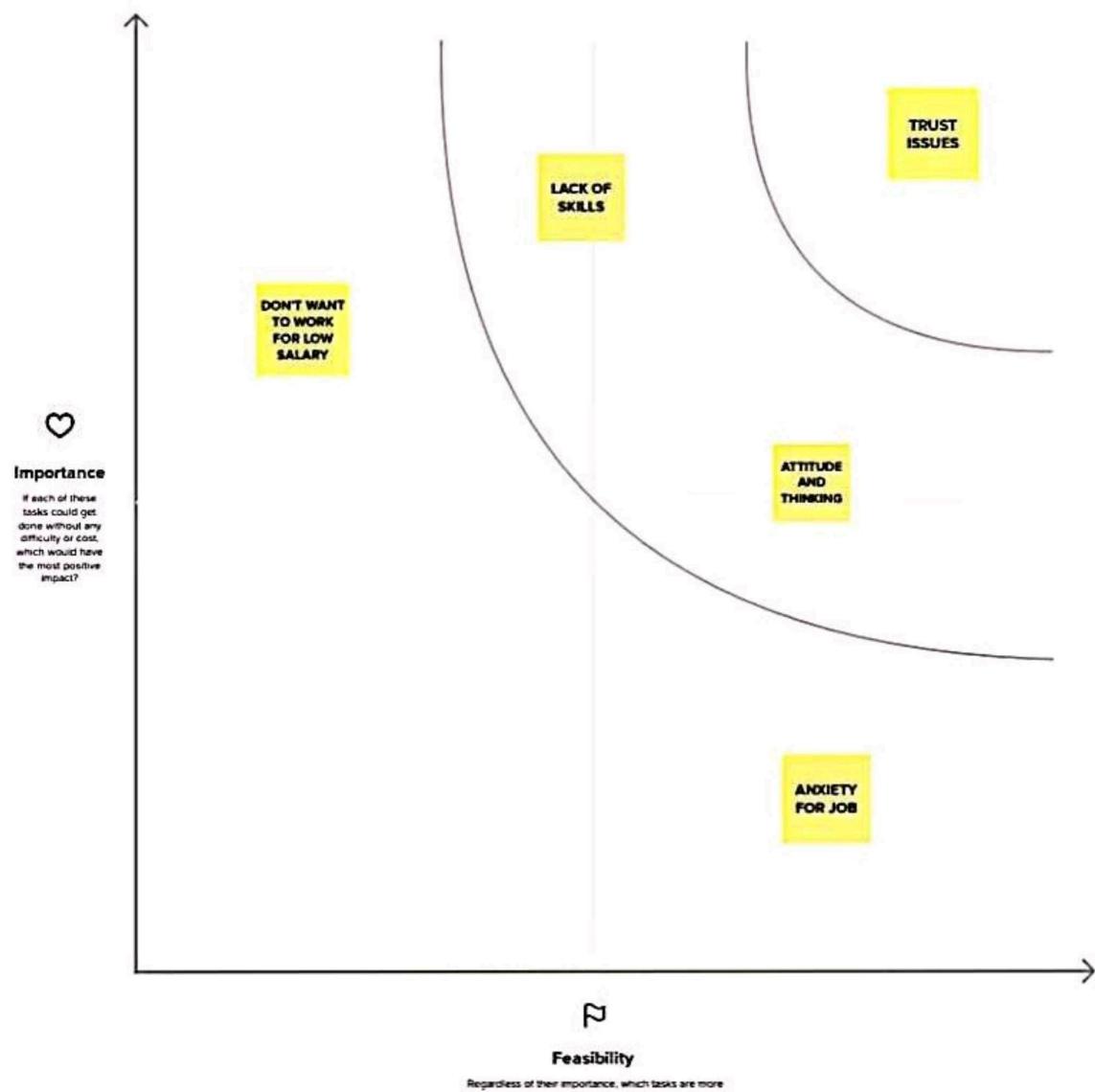
Prioritize

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

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.



5

After you complete

You can export this view to share with members who might find it helpful.

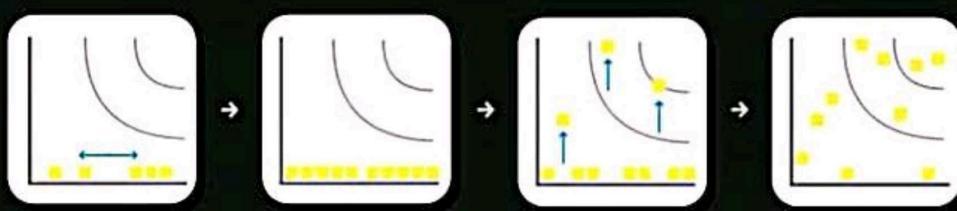
Quick add-ons

- A Share the meeting** Share a view link with them in the location.
- B Export the meeting** Export a copy of the meeting, including the agenda.

Keep moving forward

- Strategic planning** Define your strategy and goals.
- Customer feedback** Understand customer needs and preferences.
- Stress management** Identify stressors and develop coping strategies.

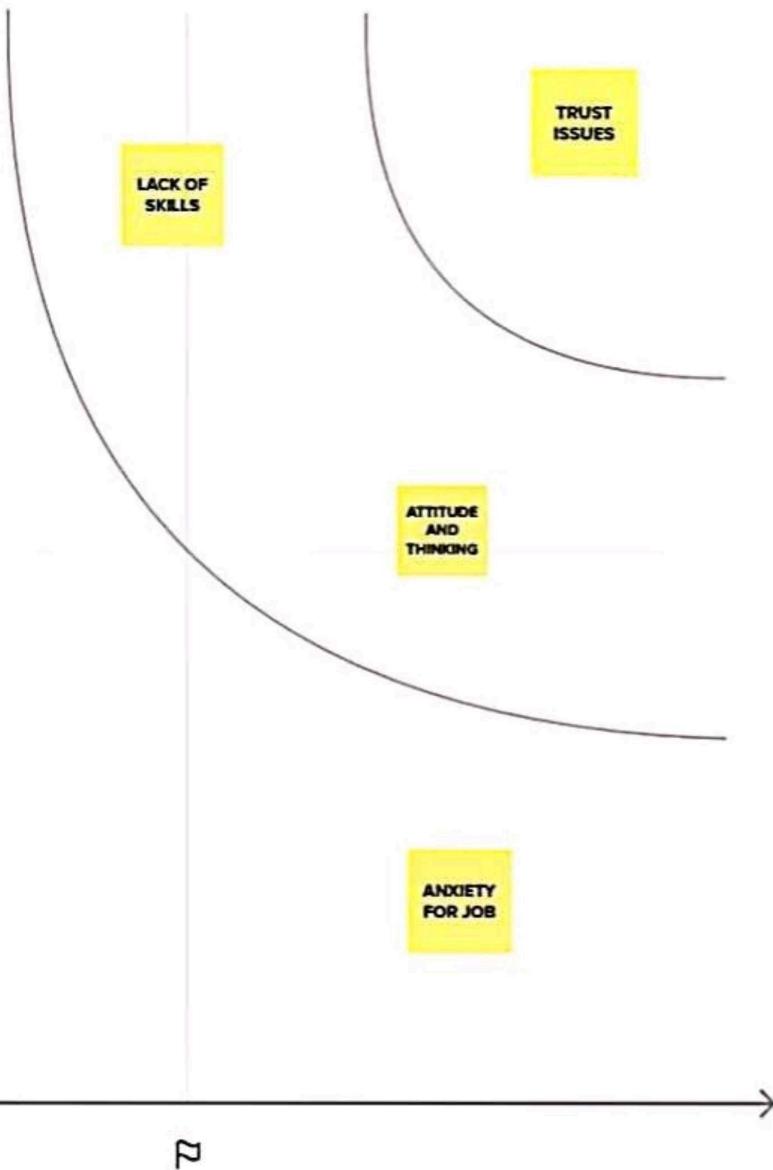
[Share template](#)



what's important
determine which

TIP

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**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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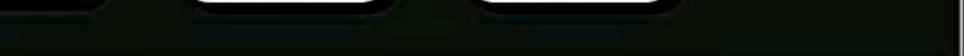
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[Open the template →](#)

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

Share template feedback

4

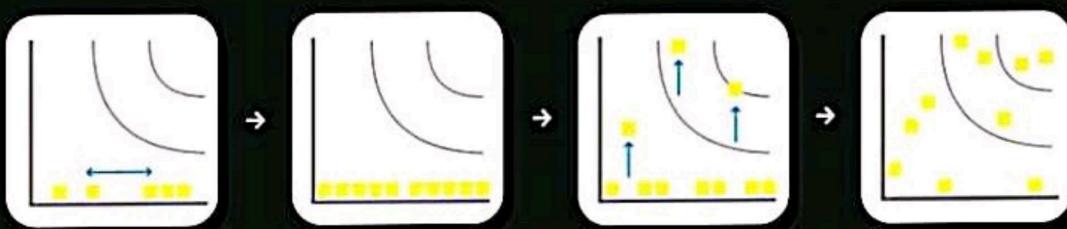
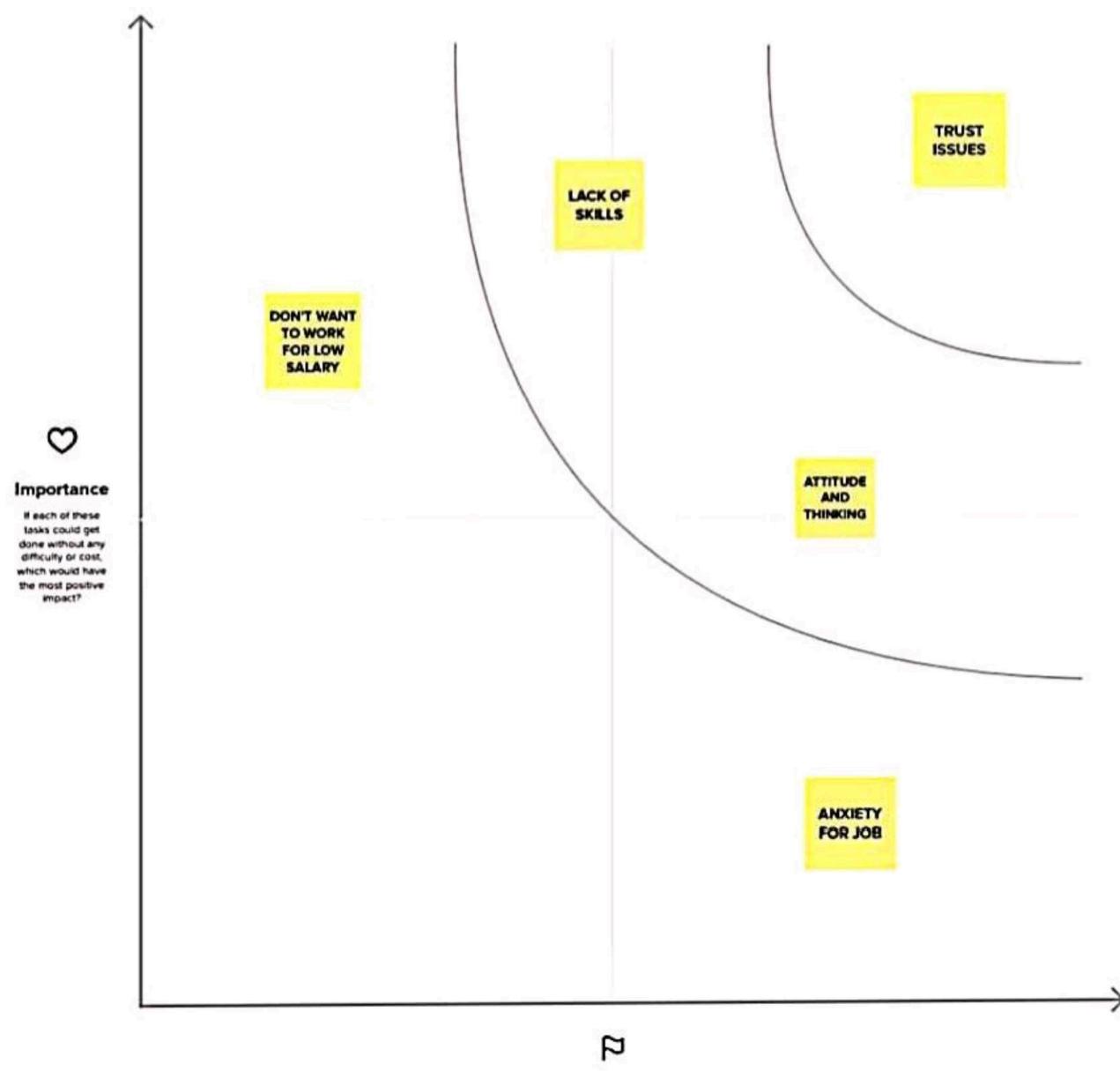
Prioritize

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

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 can share this page to move forward.

Quick

A Share this page

B Export this page

Keep

C Print this page

D Share this page

E Print this page

F Share this page



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



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.

⌚ 10 minutes



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.

⌚ 5 minutes

A Team gathering

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

B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

PROBLEM
How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

- | | |
|-----------------|-------------------------|
| Stay in topic. | Encourage wild ideas. |
| Defer judgment. | Listen to others. |
| Go for volume. | If possible, be visual. |

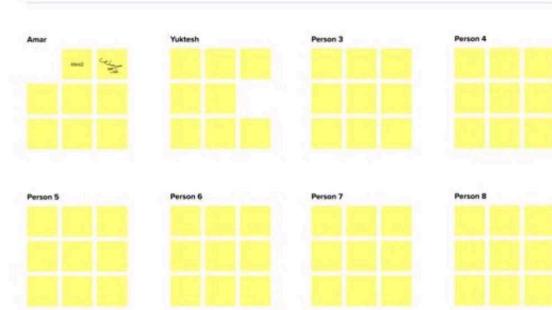
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⌚ 10 minutes



3

Group ideas

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing.
Take turns sharing your ideas while clustering similar or related notes as you go.
In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

Person 4

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

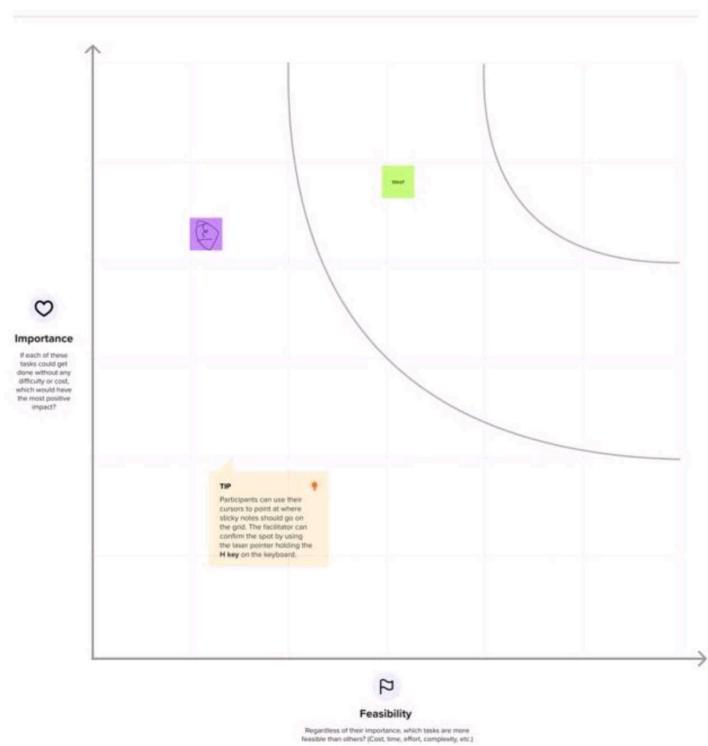
Step-3: Idea Prioritization

4

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



Brainstorm & idea prioritization

Use this template in your one-on-one meetings to help you start brainstorming sessions so you can understand the ideas people have and start shaping concepts even if you're not sitting in the same room.

Before you collaborate
A few steps will give a long way with this session. Here's how you need to get going.

Define your problem statement
Define your problem statement that addresses your problem or concern.

Brainstorm
With all your ideas that come to mind that address your problem statement.

Group ideas
Now it's time to cluster your ideas while discussing similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sensible title sheet. If a cluster is bigger than ten notes, try and break it up into smaller ten groups.

Prioritize
Now it's time to rank the same page about what's important moving forward. Place your ideas on the grid to determine which ones are important and which are tractable.

After you collaborate
Now it's time to share the ideas and feedback to others in your company who might be involved.

Keep working forward!

Share insights & feedback

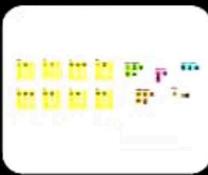


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- 💡 1 hour to collaborate
- 👥 2-8 people recommended

✉️ Share template feedback



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[Open example](#)



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⌚ 10 minutes

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[Open article](#)



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⌚ 5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

- | | |
|--------------------------------|---|
| ↔ Stay in topic. | 💡 Encourage wild ideas. |
| 🕒 Defer judgment. | 👂 Listen to others. |
| 🖨️ Go for volume. | 👁️ If possible, be visual. |



Brain...

Write d
that ad...

⌚ 10 mi...

Person A

ROLES
Facilitator
Liaison
Recorder

OPENING
INTRODUCTION

IDEATION
IDEAS

Person B

IDEAS
IDEAS

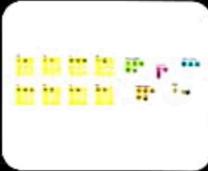


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⌚ 10 minutes

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▢ **Learn how to use the facilitation tools**

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[Open article →](#)



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- ⌚ Encourage wild ideas.
- ⌚ Defer judgment.
- ⌚ Listen to others.
- ⌚ Go for volume.
- ⌚ If possible, be visual.



Bra

Write that

⌚ 10

Person

Facilitate
Superpowers
Launch
Session

Person

Start
Session

Person

2

Brainstorm

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

⌚ 10 minutes

Person 1

TRUST ISSUES UPON THE WEBSITE	DON'T WANT TO WORK FOR LOW SALARY	DON'T WANT TO WASTE HIS/HER POTENTIAL
AFRAID OF REJECTION	DIFFICULT TO FIND CORRECT TIME TO START	LACK OF COMMUNICATION SKILLS
MANTAIN YOUR PERSPECTIVE	STRAIN AND STRESS	STAY POSITIVE

Person 2

DON'T WANT TO WORK MORE	TRUST ISSUES ON THE COMPANY	OVERLOAD OF INFORMATION
LACK OF CONFIDENCE	STRESS	ANXIETY FOR JOB
ATTITUDE		

Person 3

UNUSUITABLE WORK CULTURE	ANXIOUS ABOUT CAREER PLANNING	WORK LIFE BALANCE
AFRAID OF REJECTION	POSITIVE THINKING	MAKE A PLAN

Person 5



Person 6



Person 7



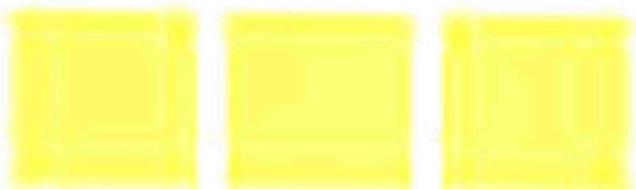
Person 1

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AFRAID OF REJECTION	DIFFICULT TO FIND CORRECT TIME TO START	LACK OF COMMUNICATION SKILLS
MANTAIN YOUR PERSPECTIVE	STRAIN AND STRESS	STAY POSITIVE

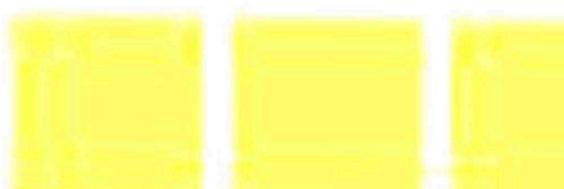
Person 2

DON'T WANT TO WORK MORE	TRUST ISSUES ON THE COMPANY	OVERLOAD INFORMATION
LACK OF CONFIDENCE	STRESS	ANXIETY FOR J
ATTITUDE		

Person 5



Person 6



Person 3

OVERLOAD OF INFORMATION

UNSUITABLE WORK CULTURE

ANXIOUS ABOUT CAREER PLANNING

WORK LIFE BALANCE

ANXIETY FOR JOB

AFARID OF REJECTION

POSITIVE THINKING

MAKE A PLAN

Person 4

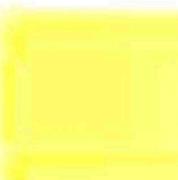
PROBLEM IN UNDERSTANDING THE CONTENT

DIFFICULT TO HANDLE PRESSURE

Person 7



Person 8





Group ideas

TIP

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

Take turns sharing your ideas while clustering similar ones. Once all the sticky notes have been grouped, give each cluster a title.

⌚ 20 minutes

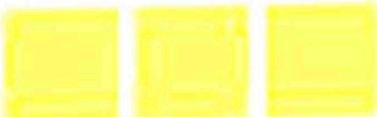
Person 4



STAY
POSITIVE

POSITIVE
THINKING

Person 8



STRAIN
AND
STRESS

STRESS

Group ideas

TIP

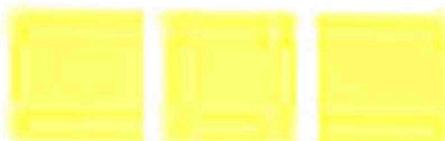
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Person 4



Person 8



Take turns sharing your ideas: sticky notes have been grouped bigger than six sticky notes, 1

⌚ 20 minutes

**STAY
POSITIVE**

**POSITIVE
THINKING**

**STRAIN
AND
STRESS**

STRESS

LACK OF
SKILLS

LACK OF
CONFIDENCE
IN
PRESENTING

LACK OF
COMMUNICATION
SKILLS

LACK OF
CONFIDENCE

SALARY
AND
TRUST
ISSUES

TRUST
ISSUES
UPON THE
WEBSITE

DON'T WANT
TO WORK
FOR LOW
SALARY

ANXIETY
FOR JOB

ANXIOUS
ABOUT
CAREER
PLANNING

LACK OF
SKILLS

LACK OF
CONFIDENCE
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SKILLS

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ANXIOUS
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AND
TRUST
ISSUES

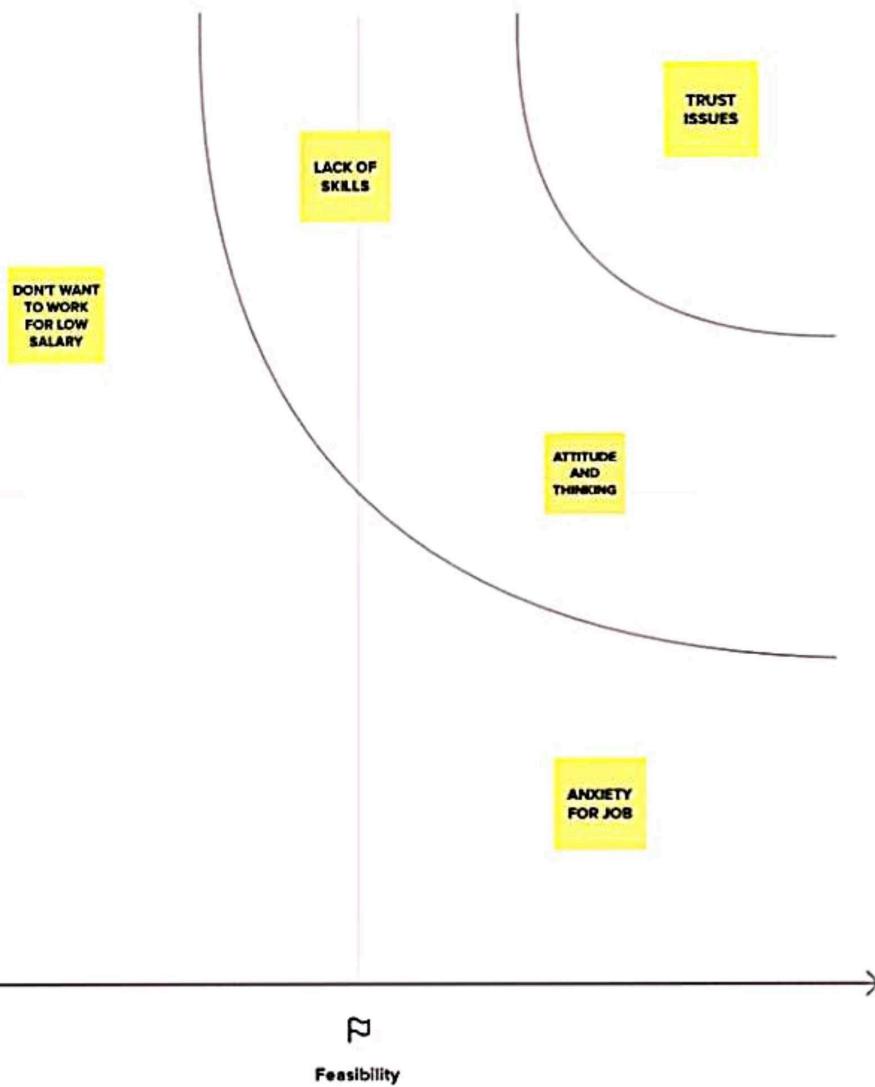
TRUST
ISSUES
UPON THE
WEBSITE

DON'T WANT
TO WORK
FOR LOW
SALARY

In the same page about what's important or ideas on this grid to determine which are feasible.

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.

**Feasibility**

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**A Share the mural**

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B 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**

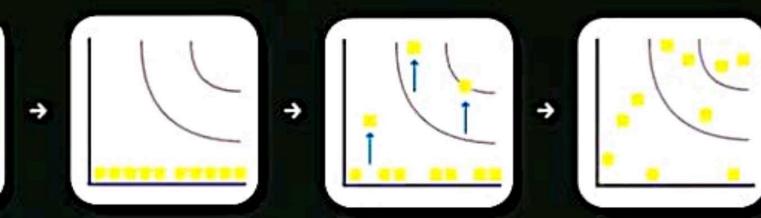
Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

**Strengths, weaknesses, opportunities & threats**

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

Share template feedback

4

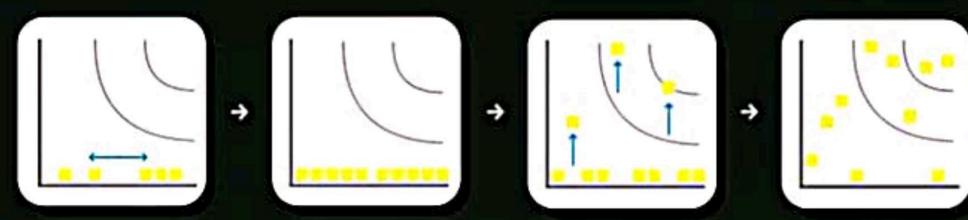
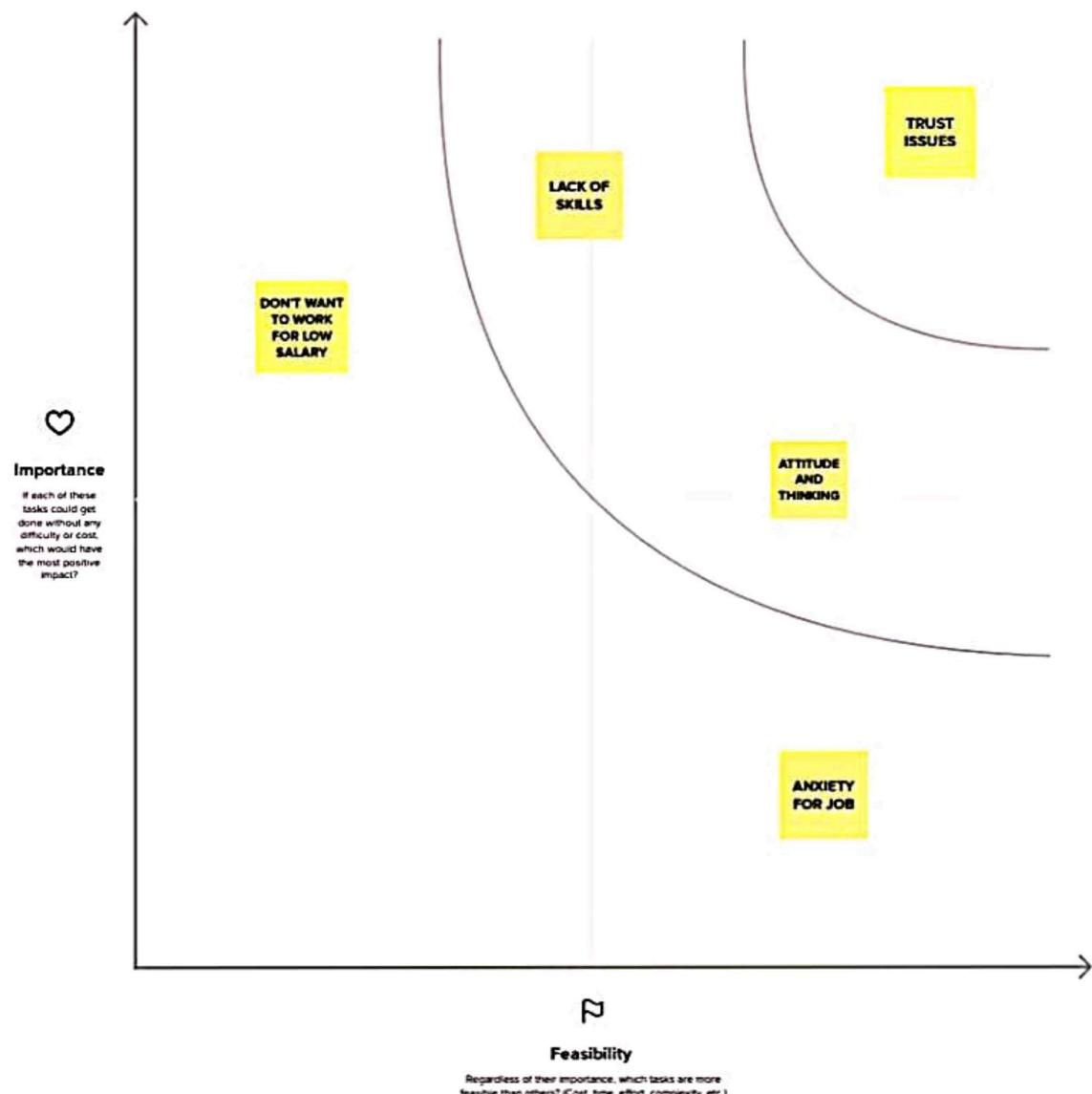
Prioritize

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

TIP

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5

After you complete

You can export the results to share with members or find it helpful.

Quick add-ons

A Share the matrix
Share a view link to them in the location.

B Export the matrix
Export a copy of the matrix emails, including.

Keep moving forward

Strategic
Define strategy.

Customization
Understand obstacles.

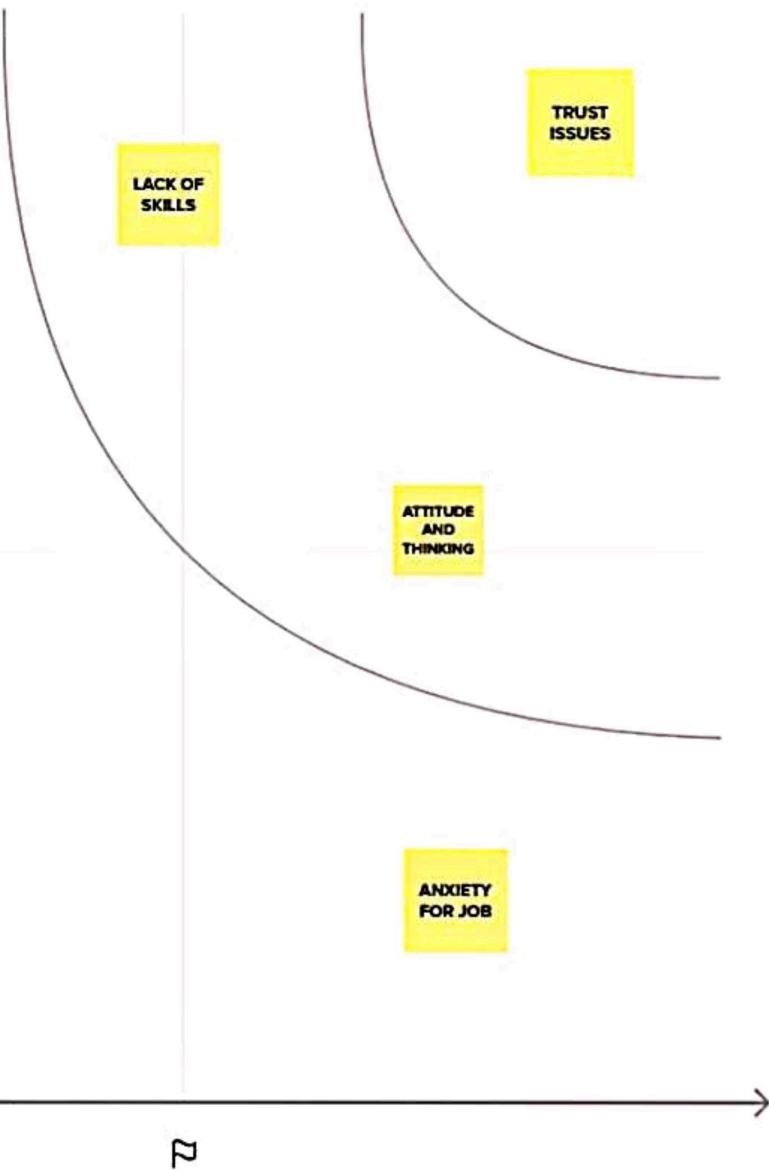
Strengthening
Identify and strengthen.

Share template

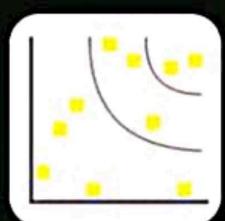
what's important
determine which

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Share template feedback

4

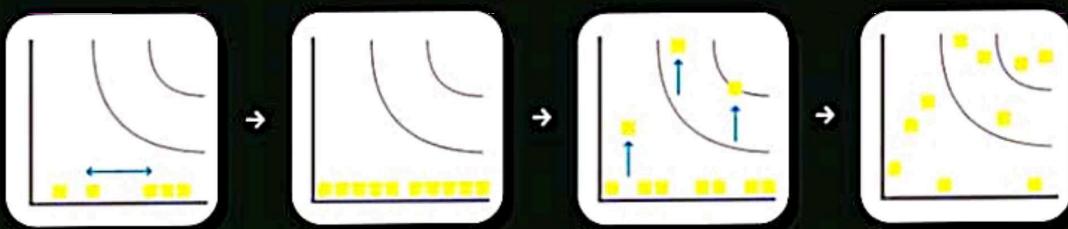
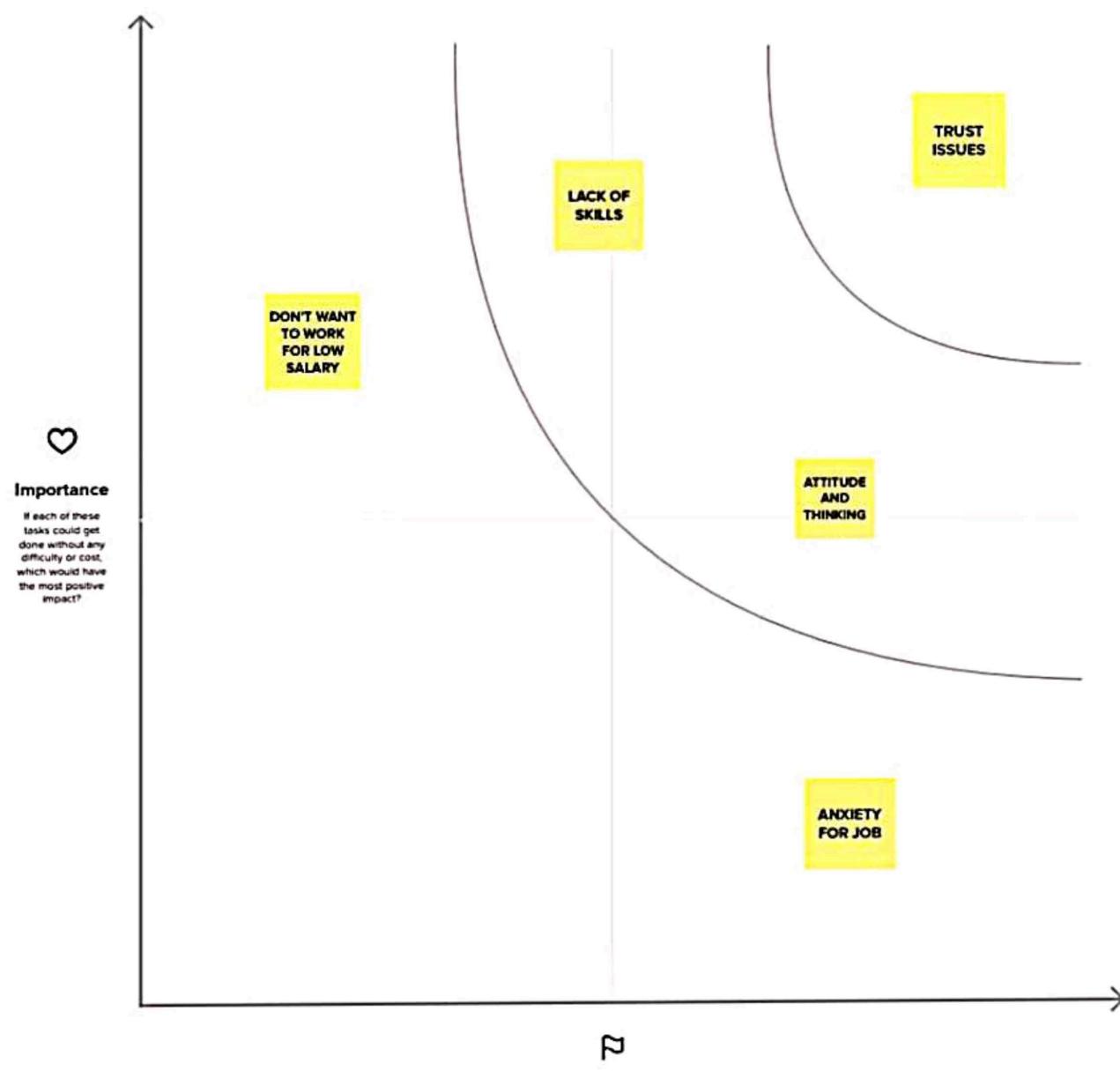
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After

You can share this might fit

Quick

A Share the

Keep

Keep

Share

Share

Share