

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

Open article →

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

"Our company is experiencing a decline in customer satisfaction and retention rates. We need innovative ideas to improve our customer experience and regain customer trust. The challenge is to identify and prioritize actionable strategies that can be implemented within the next quarter while considering budget constraints and rsource availablity. The ultimate goalis to increase customer satisfaction scores by 15% and reduce churn by 10% by the end of the fiscal year."



Key rules of brainstorming

To run an smooth and productive session









Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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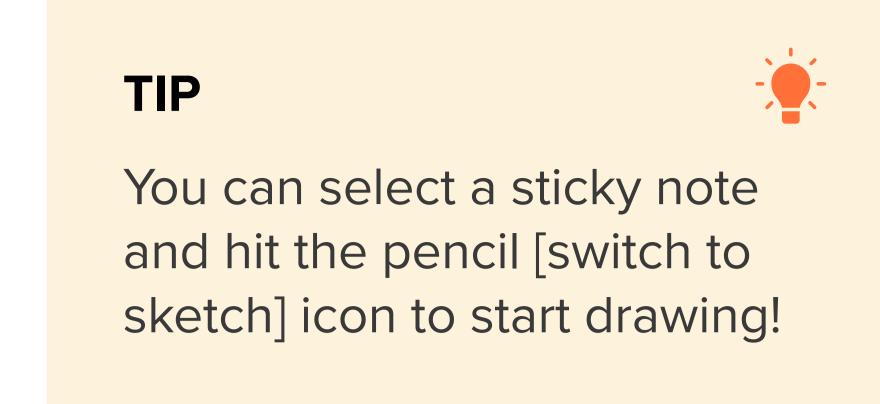
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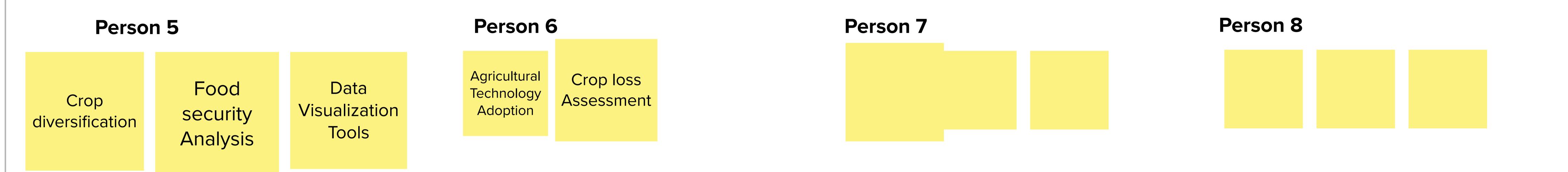
Brainstorm

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

① 10 minutes



Person 4 Person 3 Person 2 Person 1 Climate-Government Sustainable Weather and Supply Crop Crop rotation Market price Optimization Forecasting Farmers Resilient policies Agricultural Crop yield chain's disease water crop Socioeconomic Crops impact Practices prediction analysis management detection correlation Conditions







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

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

Regional crop productivity study

Crop
Diversificational
Initiative

Climate change adaptation task force

Crop disease monitoring network

Market linkage platform

Farmers
training and
extension

Government policy evaluation team.

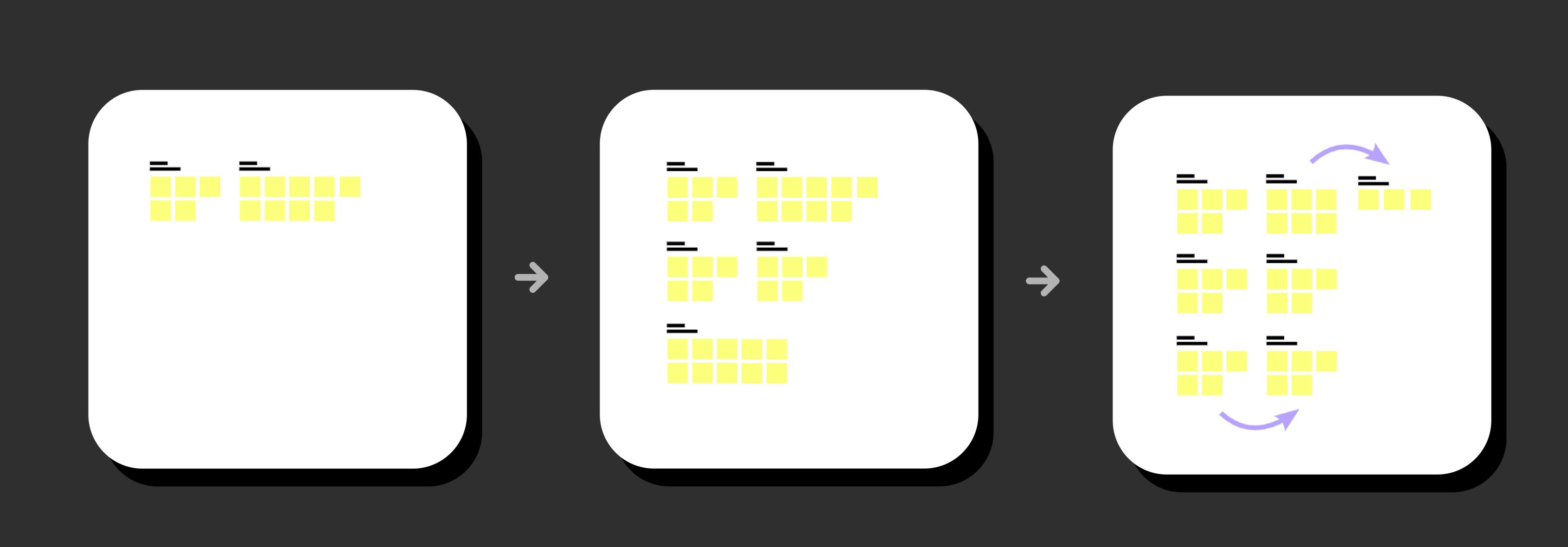
Agricultural technology adoption research

Data visualization and outreach team

Crop yield prediction model

Soil Health Assessment Crop
Rotation
Strategies

Market
Analysis





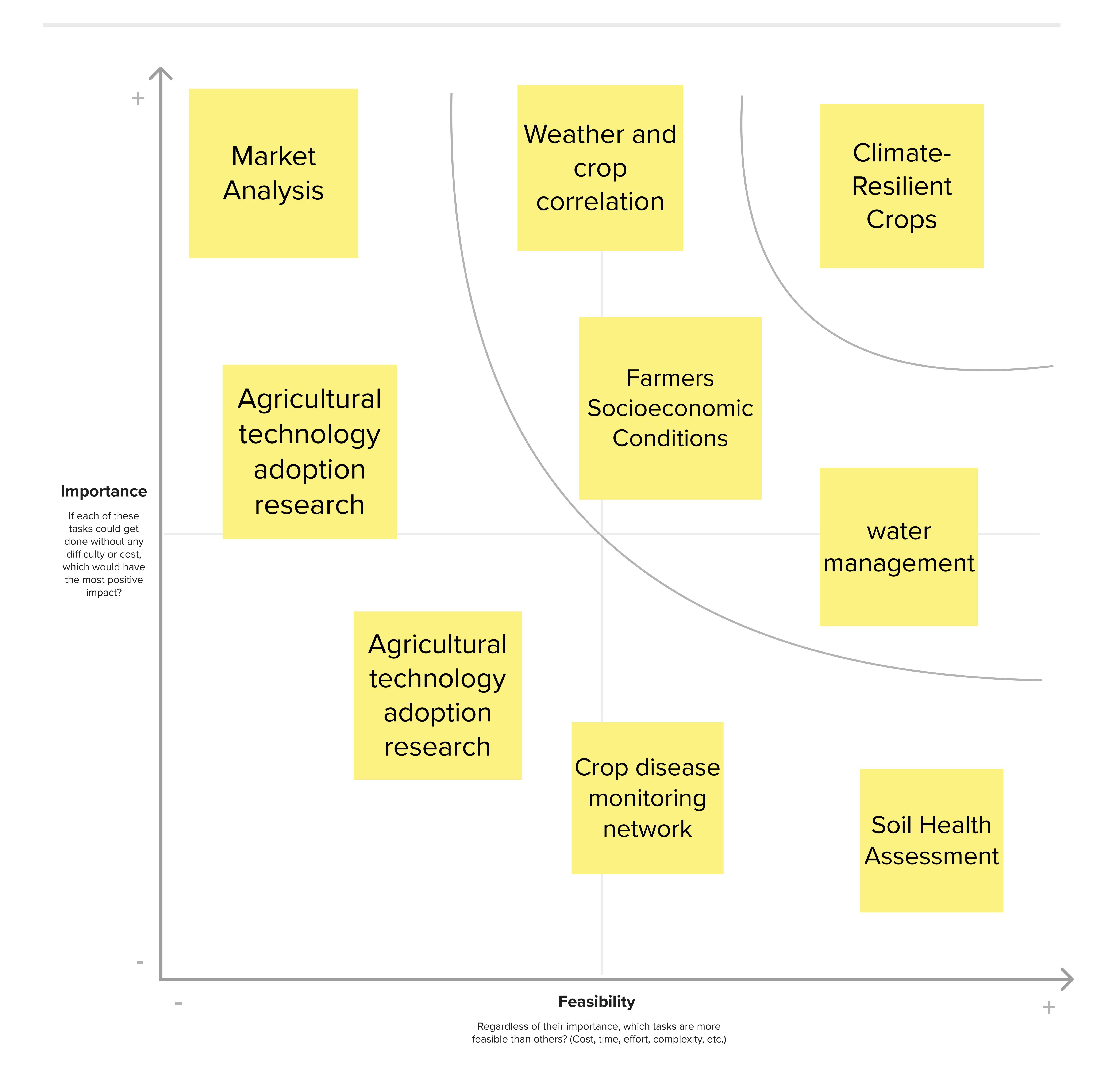
Prioritize

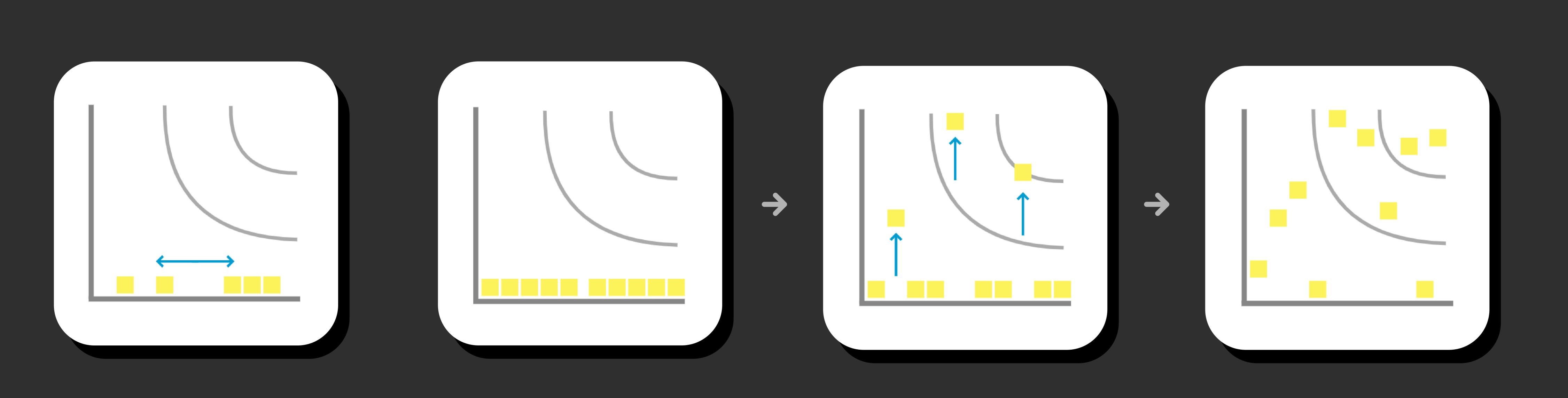
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

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 →

Share template feedback