Brainstorm & Prioritize Ideas

NM TEAM ID	NM2023TMID01275
PROJECT NAME	Create a brand launch email - using Mailchimp

Brainstorm & Prioritize Ideas

Brainstorm

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

⏱ 10 minutes

ROHIT

Create a clear set of criteria that you'll use to evaluate and prioritize ideas

These criteria can include potential impact, feasibility, cost, alignment with company goals, and time sensitivity.

Assign scores to each idea based on the defined criteria. You can use a numerical scale or a simple 'high,' 'medium,' and 'low' ranking system.

PRABHA

Certain criteria are more important than others, assign weights to them. For example, impact might be more critical than cost.

Consider using frameworks like the ICE model (Impact, Confidence, Ease) or the MoSCoW method.

You can create categories like 'Quick Wins,' 'Long-term Projects,' or 'Innovations' to further prioritize ideas within each group.

KISHOR

Regularly review and update the prioritization list. Market conditions and company goals can change, affecting the priority of certain ideas.

Share the prioritized list with relevant teams and stakeholders. Create a roadmap for implementing the chosen ideas.

Continuously track the progress of projects to ensure they're on track and meeting their expected impact.

ARIF

Once you have a substantial list of ideas, evaluate them based on criteria such as feasibility, impact, and alignment with MailChimp's goals.

Employ techniques like mind mapping, SWOT analysis, or brainstorming games to stimulate creative thinking.

Create an environment where everyone feels comfortable sharing their ideas without fear of criticism. The more ideas, the better.

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.
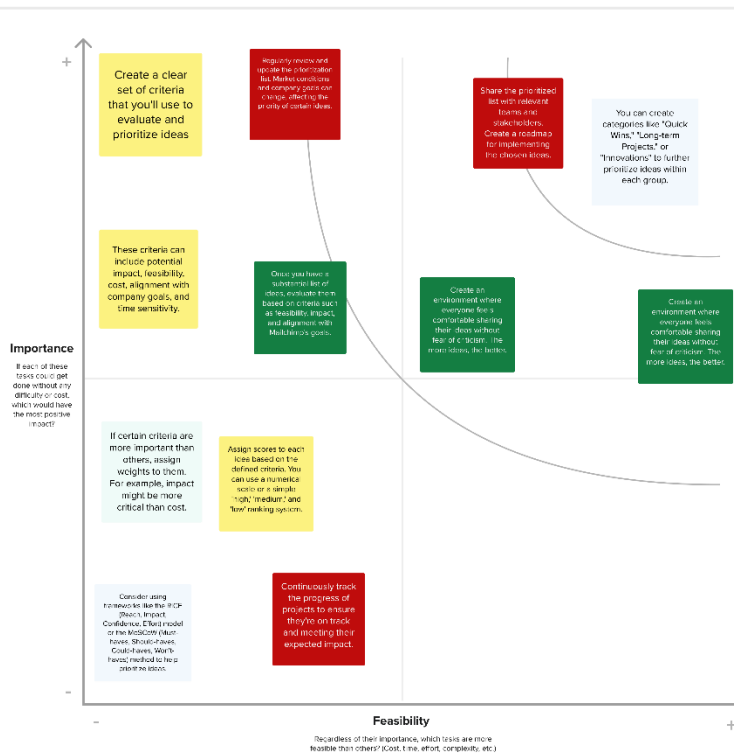
⏱ 20 minutes

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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

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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