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.

10 minutes

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

Open article

1 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

business cards are only small enough for users to keep them. It is important to included as much and will be hard to read or including only essential information.

Key rules of brainstorming

To run an smooth and productive session

- Stay in scope
- Stay focused on ideas
- Defer judgment
- Listen to others.
- Go for volume.
- If possible, be visual.

2 Brainstorm

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

10 minutes

Participant 1

Participant 2

Participant 3

Participant 4

TIP

You can switch to dot voting now, or you can do it later if needed. Cluster similar ideas.

TIP

Add contextualize tags to every idea, such as pain point, feature, objection, persona, or assignee. Prioritize ideas on Kanban with Jira Cloud.

3 Group & prioritize

Take turns sharing your ideas while clustering similar or related notes as you go. Once 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

DESIGNING PROFESSIONL BUSINESS CARDS.

A business card should be large enough to see but small enough to fit in to your pocket

A business card typicaly included the giver name and email id, phone number and good quality

Your cards is more than just your contact information. It's representation of your brand

Use business card making apps and add logo ,image and text, contact details , add tag line and make it to download

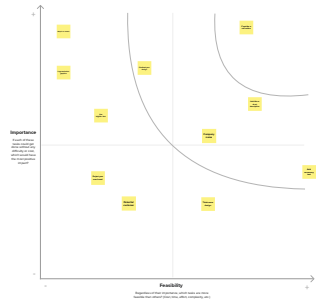
TIP

Participants can use their cursors to point at the idea they are talking about or should go on the grid. This facilitates non-verbal communication. Press the laser pointer holding the **O** key on the keyboard.

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



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 more idea or strategy.
  Open the template
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles in 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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