

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

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

**Team 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.

**E** Learn how to use the facilitation tools  
Use the Facilitation Superpowers to run a happy and productive session.

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What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

1. Why are you going to the United States?  
2. Have you been to the United States before?  
3. Will you come back to your home country after your vacation/holiday?  
4. Do you have relatives or friends currently in the US?  
5. How long will you stay in the US?  
6. What is the purpose of your visit?  
**How might we find your problem statement?**  
7. Do you have a problem in your home country?  
8. How do you plan to fund the entire duration of your education?  
9. Do you have any brother/sister?  
10. Do you have a job or career in mind after you graduate?  
11. What are your plans post-graduation?  
12. What city is your college located?

### Key rules of brainstorming

To run an smooth and productive session

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

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

⌚ 10 minutes

[illegible]

Person 5      Person 6      Person 7      Person 8

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

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

Take turns sharing sticky notes have

20 minutes

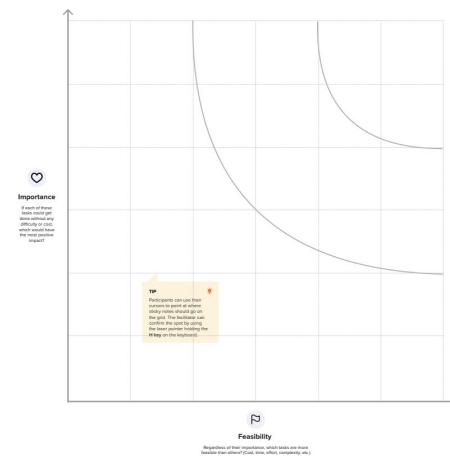
20 minutes

Your team is  
moving forward

20 minutes

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



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.

**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.

 **Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.

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

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