

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.
 -  **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
- [Open article](#) ➔

PROLOGUE

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

CREAT A SOCIAL MEDIA POST

Importance

Y-axis of this matrix shows the importance of a task. The X-axis shows the feasibility of a task.

Feasibility

X-axis of this matrix shows the feasibility of a task. The Y-axis shows the importance of a task.

Legend

- High Importance
- Low Importance
- High Feasibility
- Low Feasibility

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

- Show 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

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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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