

Step-2: Brainstorm, Idea Listing and Grouping

4 Brainstorm

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

10 minutes

Tip
Your brainstorm is only useful when you have a problem statement to which it can be used to address.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

5 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 can break it up into smaller sub-groups.

10 minutes

Tip
Once you have the ideas grouped, you can export the ideas as a PDF or image to share with others. You can also use the ideas to create a storyboard or a presentation.

Step-3: Idea Prioritization

6 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

Tip
Place ideas on the grid based on what is most important to you. The grid can be used to sort ideas by importance and feasibility. The grid can be used to sort ideas by importance and 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 collaborators, to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PDF or PNG to attach to emails, include in decks, or save to 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**
Analyze strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)