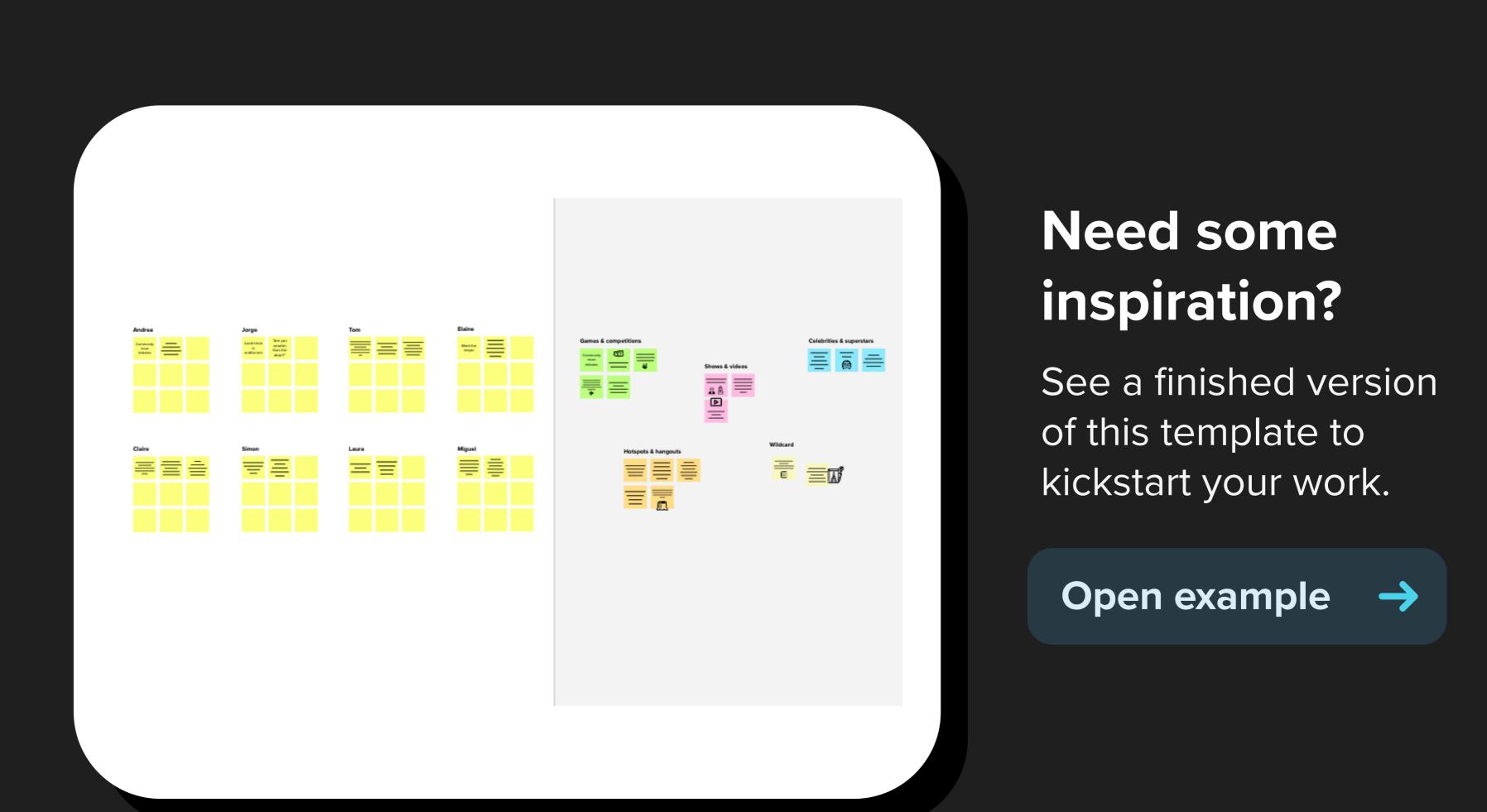


# Brainstorm & idea prioritization

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.

- (L) 10 minutes to prepare
- 1 hour to collaborate
- **2-8 people** recommended





# 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.

① 10 minutes

## Team gathering

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

### Think about the problem you'll be focusing on solving in

the brainstorming session.

Set the goal

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Open article →

productive session.



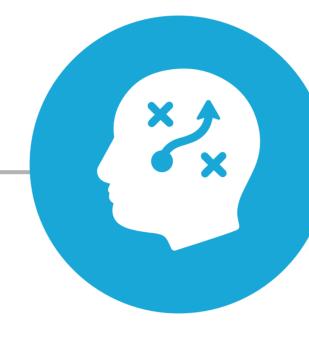
# Define your problem statement

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

(i) 5 minutes

#### **PROBLEM**

How might we [your problem statement]?



# Key rules of brainstorming

To run an smooth and productive session















# Brainstorm

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

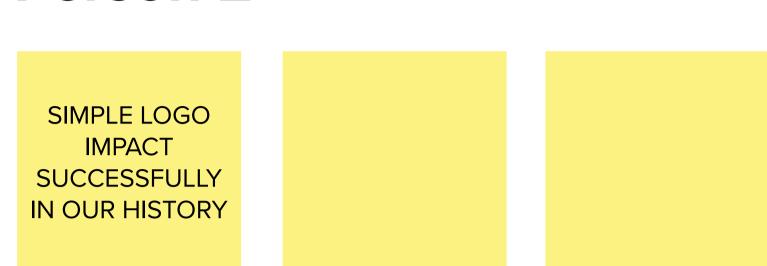
① 10 minutes

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

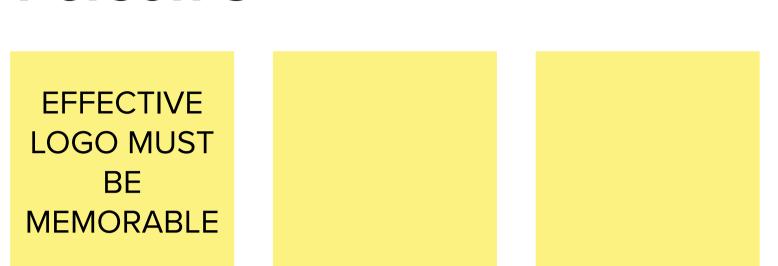
#### Person 1



#### Person 2

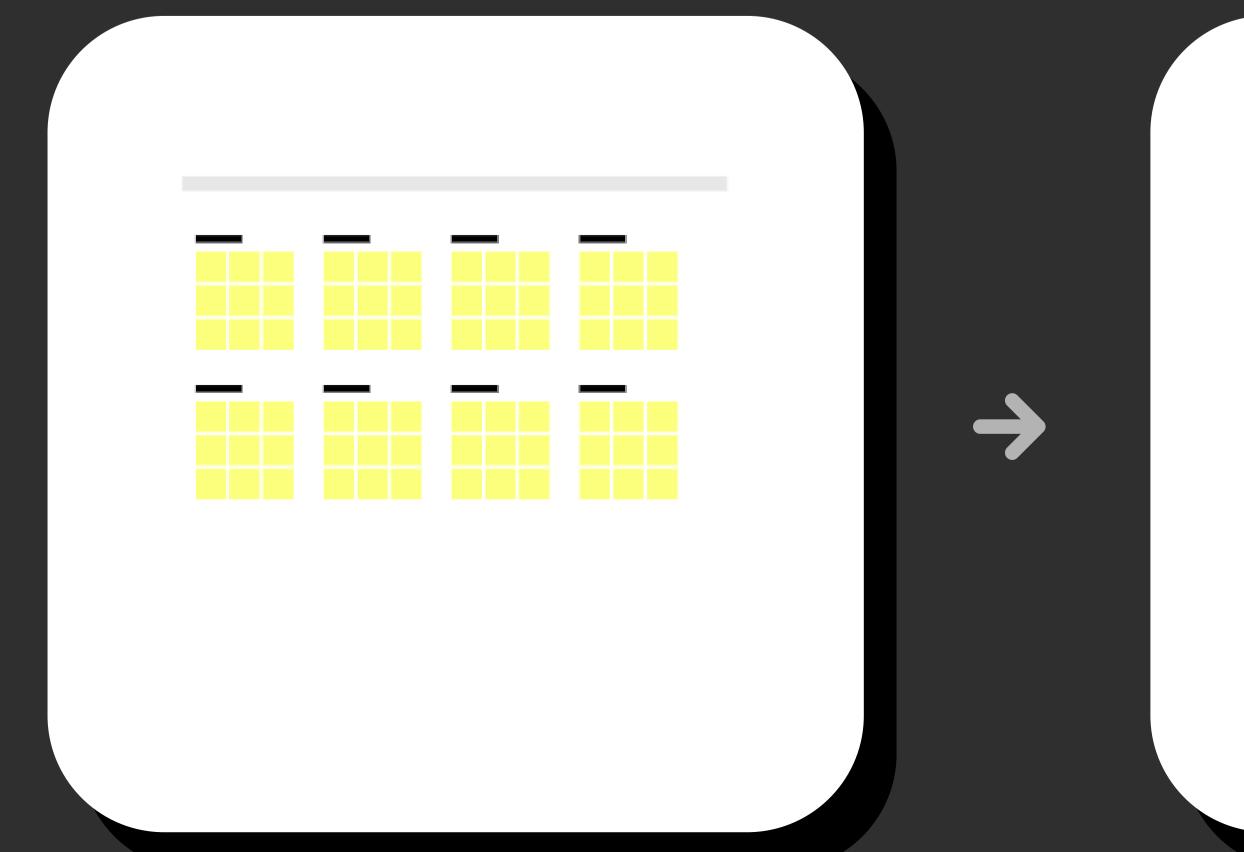


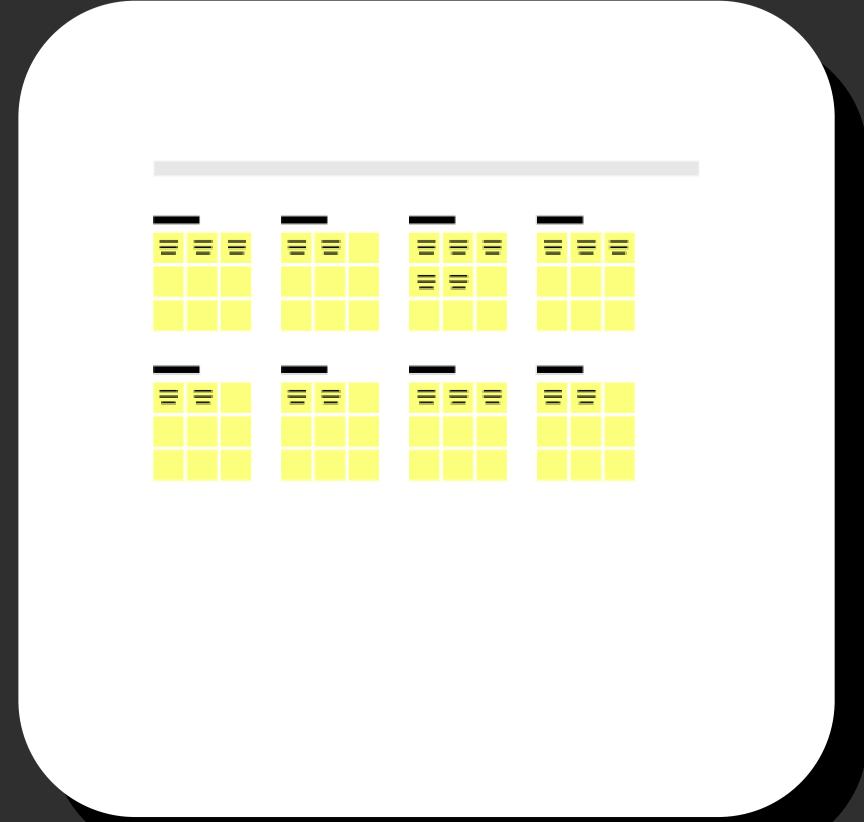
#### Person 3



#### Person 4





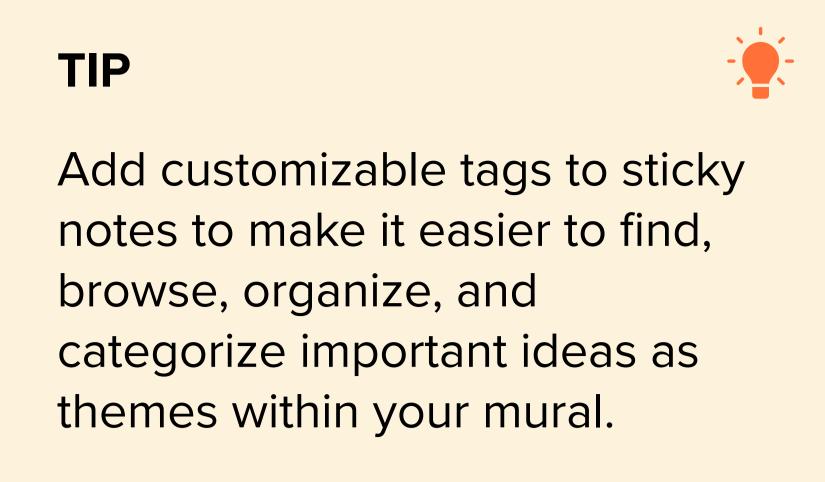




# Group ideas

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.

① 20 minutes



IMPLEMEND CLEAR
AND AS ONLY
ACCESSIPLE
PRIVACY POLICIES
ON YOUR SAD ALL
MEDS

ENSURE
THAT USER
DATA IS
ENCRYPTED

CONDUCT REGULARDATA PRIVACY TO IDENTIFY ENCOURAGE
USERS TO
ENABLE 2FA

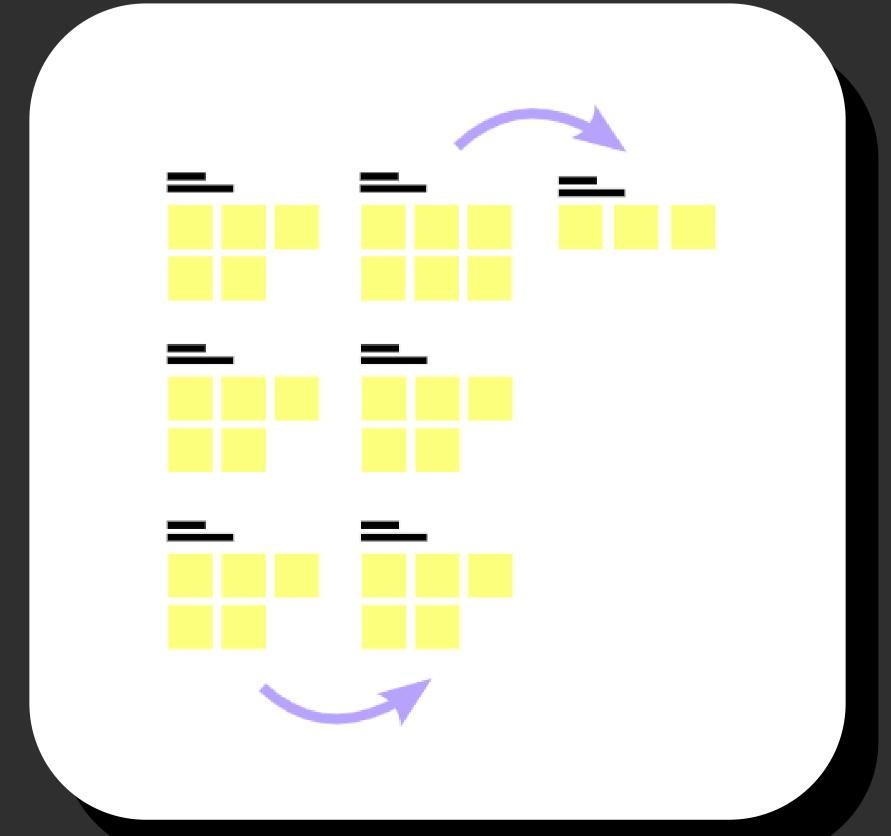
PRVOIDE
USERS WITH
EDUCATIONAL
CONTENT

ENABLE THE
USER TO
EASILY
EXPORT
THEIR DATA

Develop user friendly consent mechynisms

Minimizing the amount of personsal information







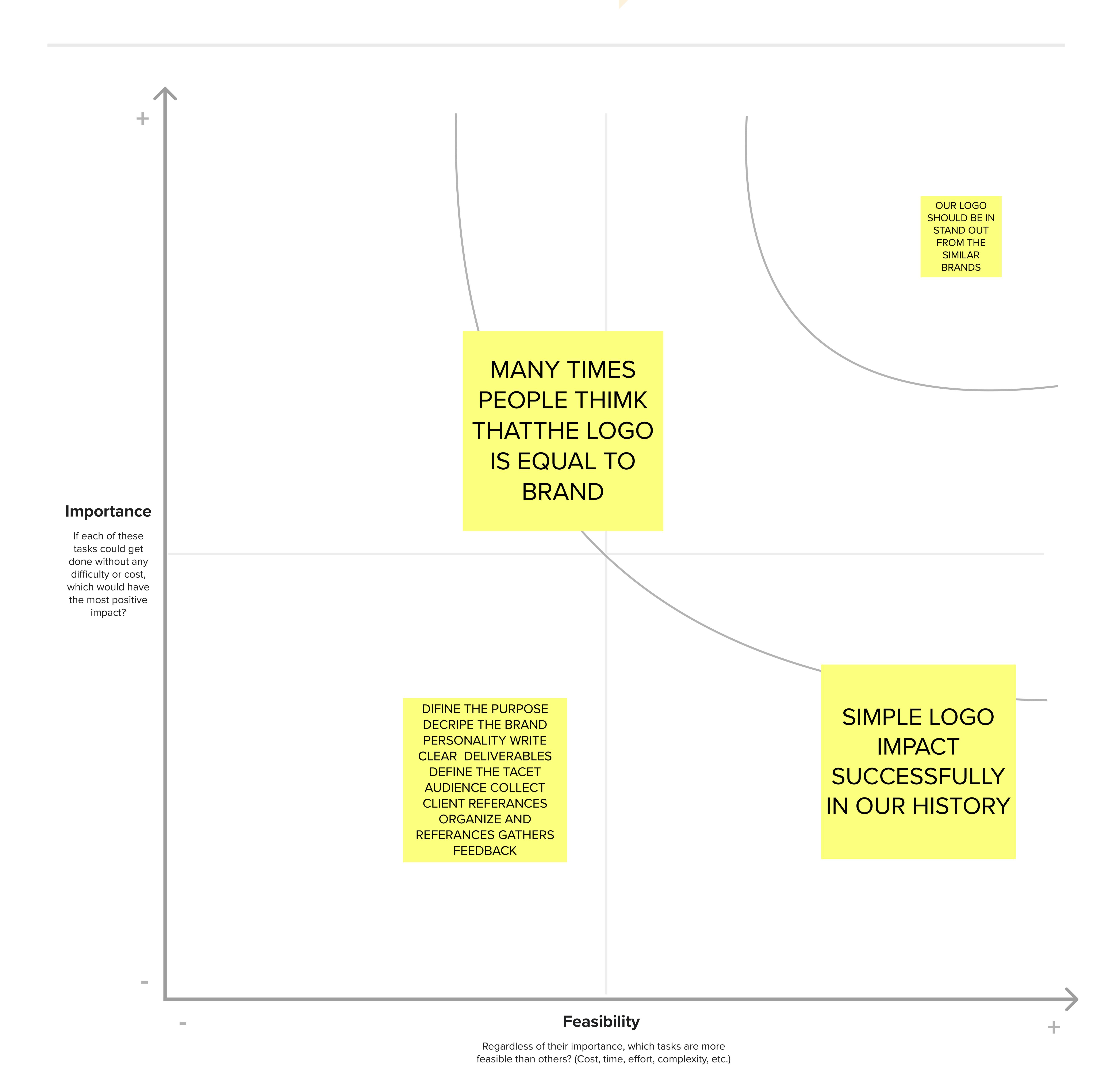
## Prioritize

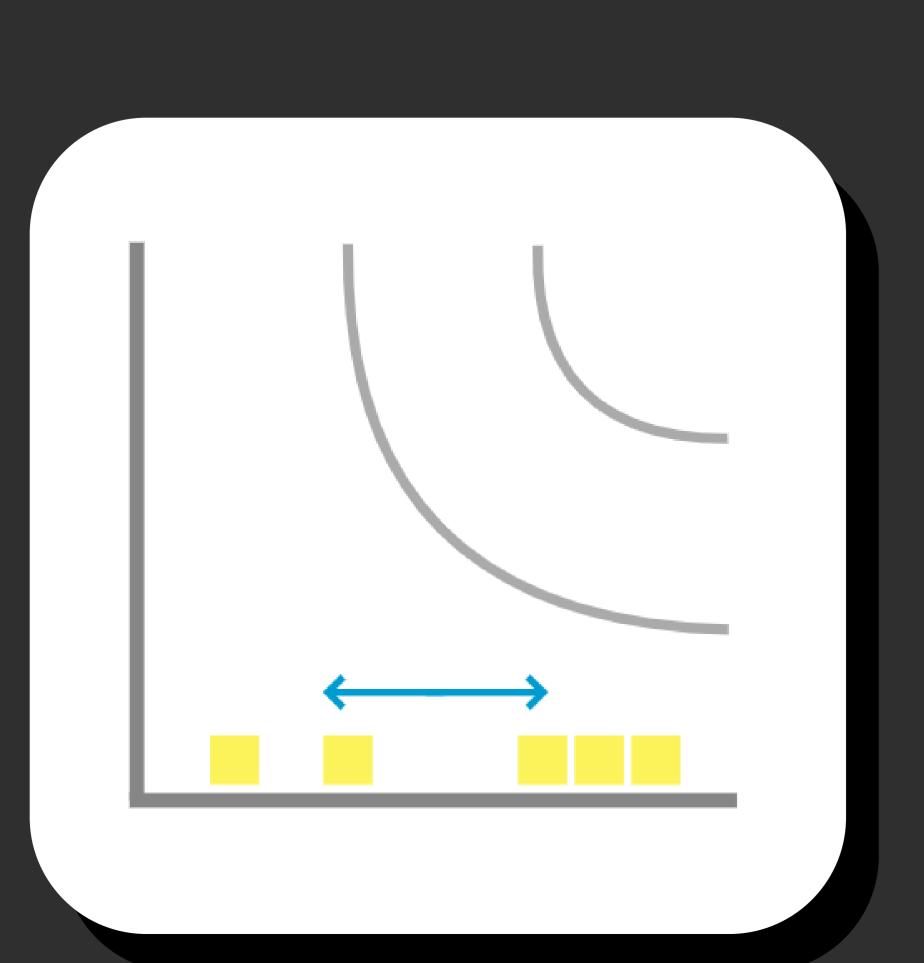
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes

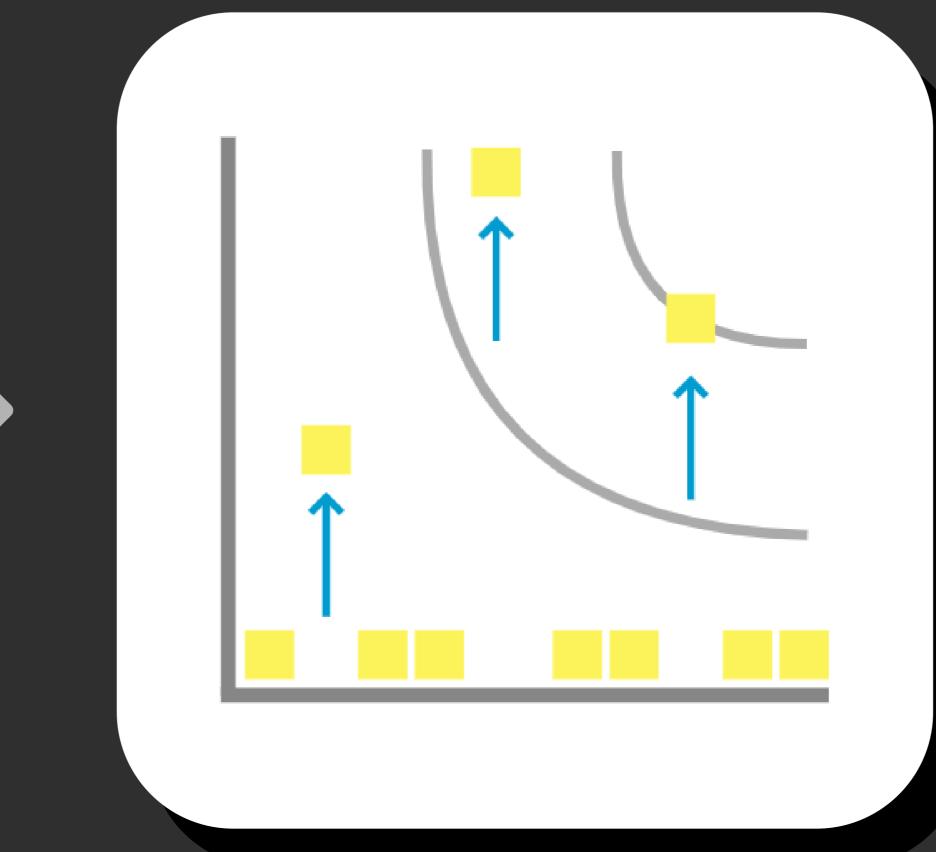
#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.













# 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.

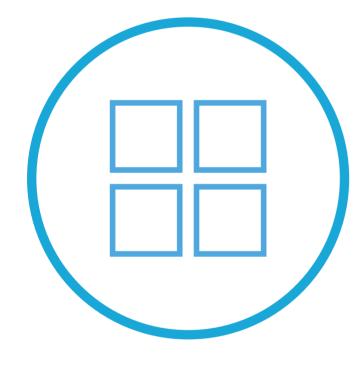
Open the template →



#### 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 →

Share template feedback