


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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**Before you collaborate**

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

 10 minutes

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**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](#) 

## 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.

⌚ 8 minutes

challenge

challenges facing tourism include tourism, social parameters, safety and ethics leader set of aims among others

**Key rules of brainstorming**

To be an smooth and productive session

- Step in topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Go for volume
- If possible, be visual

**Brainstorm**

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

10 minutes

**Person 1**

- make it SEO friendly
- visiting local farms and markets
- four visiting iconic historical sites

**Person 2**

- focus on your location
- get creative build a clear message
- build relationship with customers

**person 4**

- partner with affordable organizations
- provide virtual tours and showings
- offer flexible scheduling options
- offer financing options
- use your tour type
- provide personalized service

the ideas in this program were generated by a program that takes your problem statement and generates ideas that are related to it.

### 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 line label. If a cluster is larger than six sticky notes, try and split it up and break it up into smaller sub-groups.

30 minutes

**SA**

For each cluster, write a sentence line label. Write the label on a sticky note and place it on the cluster. Write the label on a sticky note and place it on the cluster. Write the label on a sticky note and place it on the cluster.

explore the historical landmarks and significant sites

take a culinary journey through the cities

explore the city on two wheels, taking in the landmarks and neighborhoods

discover the art and culture by visiting museums, galleries

plan tours around local festivals, immersing participants in the cultural celebration

offer activities like zip lining in an adventure tour

**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

**Impact**

Participants use this first column to record ideas, and then place them on the grid according to their perceived impact on the project. The facilitator can facilitate this activity by asking the group to consider the following:

- How important is this idea to the organization?
- How important is this idea to the customer?

**Feasibility**

Regardless of their own process, which ideas are more feasible? Participants use this second column to record ideas, and then place them on the grid according to their perceived feasibility on the project. The facilitator can facilitate this activity by asking the group to consider the following:

- How easy is it to implement this idea?
- How easy is it to communicate this idea?

**High Impact**

**Low Impact**

**Low Feasibility**

**High Feasibility**

**build relationship with customers**

**offer financing options**

**focus on your location**

**provide virtual tours and showings**

**plan tours around local festivals, immersing participants in the cultural celebration**

**offer activities like ziplining in an adventure tour**

**explore the city on two wheels, taking in the landmarks and neighborhoods**

**take a culinary journey through the cities**



**get creative but deliver a clear message**

**make it SEO friendly**







## 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**  
There's a new link to the mural with collaborators to keep them in the loop about the outcomes of your session.
-  **Export the mural**  
Export the mural as a PNG or PDF to attach to emails, include in blogs, or save to your drive.

### Keep moving forward

-  **Sticky notes shortcuts**  
Use the shortcuts of a new sticky as an example.
-  **Open the templates**
-  **Open the sticky notes journey map**  
Understand customer needs, motivations, and obstacles for your experience.
-  **Open the templates**
-  **Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
-  **Open the templates**

 **Share template feedback**

The whiteboard contains a grid of 12 sticky notes on the left and a diagram on the right. The sticky notes are arranged in two rows of six. The top row has yellow, blue, green, blue, yellow, and blue notes. The bottom row has yellow, blue, green, blue, yellow, and blue notes. The diagram on the right shows a cell cycle with a central circle labeled 'G1' and 'S' phases, and a rectangular box labeled 'M' phase. Arrows indicate the progression of the cycle.

**Need some inspiration?**  
See a finished version of this template to kickstart your work.

[Open example](#)