Template

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.

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

Need some inspiration?
See a filled-out version of this template to kickstart your work.
Open example →

1 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.

10 minutes

1. **Team gathering**
   Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
2. **Set the goal**
   Think about the problem you'll be focusing on solving in the brainstorming session.
3. **Learn how to use the facilitation tools**
   Use the Facilitation Superpowers to run a happy and productive session.

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2 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.

5 minutes

PROBLEM
what are the major problems in India's agriculture to develop

3 Brainstorm

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

10 minutes

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

Person 1 | Person 2 | Person 3 | Person 4 | Person 5 | Person 6 | Person 7 | Person 8

Key rules of brainstorming

To run an smooth and productive session

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

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.

20 minutes

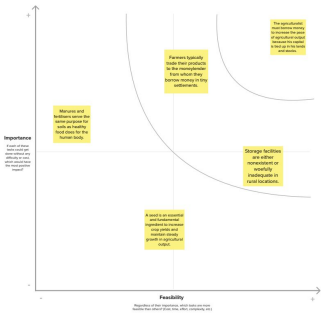
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your board.

5 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
Heatmaps can use their success to point at where sticky notes should go on the grid. Ask participants to confirm the spot by using the heat portion holding the **Y key** on the keyboard.



6 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

1. **Share the mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **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

1. **Strategy blueprint**
   Define the components of a new idea or strategy.
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2. **Customer experience journey map**
   Understand customer needs, motivations, and obstacles for an experience.
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3. **Strengths, weaknesses, opportunities & threats**
   Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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