



# 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

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## Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) 



# 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



## 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 →

1

# 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

Eco-Friendly Insurance\*\*:  
Develop insurance products  
that promote eco-friendly  
practices and sustainability



## 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.

# 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] icon to start drawing!

Person 1

Diversify Services": Explore opportunities to diversify beyond traditional insurance, perhaps into financial planning, healthcare services, or technology solutions.

Digital Transformation": Consider how the chain could have embraced digital technologies to enhance customer experiences, streamline operations, and improve data security.

Specialized Niche Markets": Identify underserved niche markets and create tailored insurance products for them, such as insurance for specific professions or unique assets.

Person 2

Eco-Friendly Insurance": Develop insurance products that promote eco-friendly practices and sustainability.

Collaborations": Explore partnerships with other companies or platforms to extend the reach of insurance services.

Customer-Centric Approach": Brainstorm ways to make the customer experience more seamless and transparent, from quotes to claims.

Person 3

AI and Automation": Investigate how AI and automation could have improved operational efficiency and customer service.

Data Analytics": Utilize data analytics to better understand customer behaviors and needs, enabling more accurate pricing and risk assessment.

Insurance for Emerging Technologies": Develop insurance products for emerging tech fields like autonomous veh

Person 4

In 1928, two men shared a dream of providing a quality insurance product to a reasonable price. In the decade that followed, we've grown and adapted to meet the changing needs of Americans. But one constant has remained

We have an unwavering commitment to uphold our founding ideals to provide industry-leading products and first-rate services to the customers we're privileged to serve.

Farmers not only pride itself on helping you plan wisely for the unexpected, but also on helping restore order when it occurs, so you can keep moving along the road of your life's plans.

Person 5

Farmers went 320 agents to assess farmers' needs and needs were evaluated. Farmers also insured \$500,000 for the city's emergency operation center and two regional generators that returned power to Bloomington. Whether you're needed in disaster events, you can count on us to be there for you.

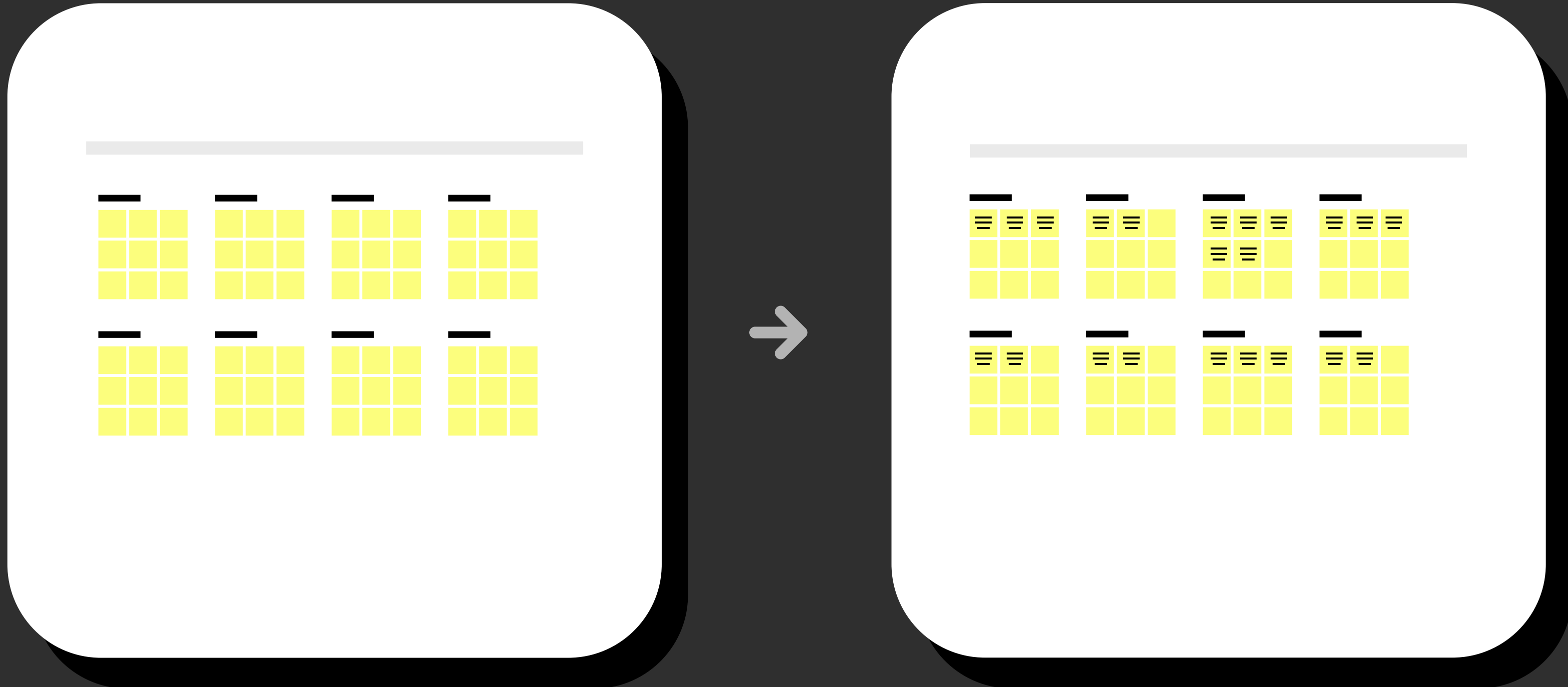
Farmers is proud to serve more than 10 million households with more than 18 million individual policies across all 50 states through the efforts of over 48,000 exclusive and independent agents and nearly 21,000 employees.

The Farmers Exchanges are three regional insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange) owned by their policyholders

Person 6

Person 7

Person 8





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.

20 minutes

TIP

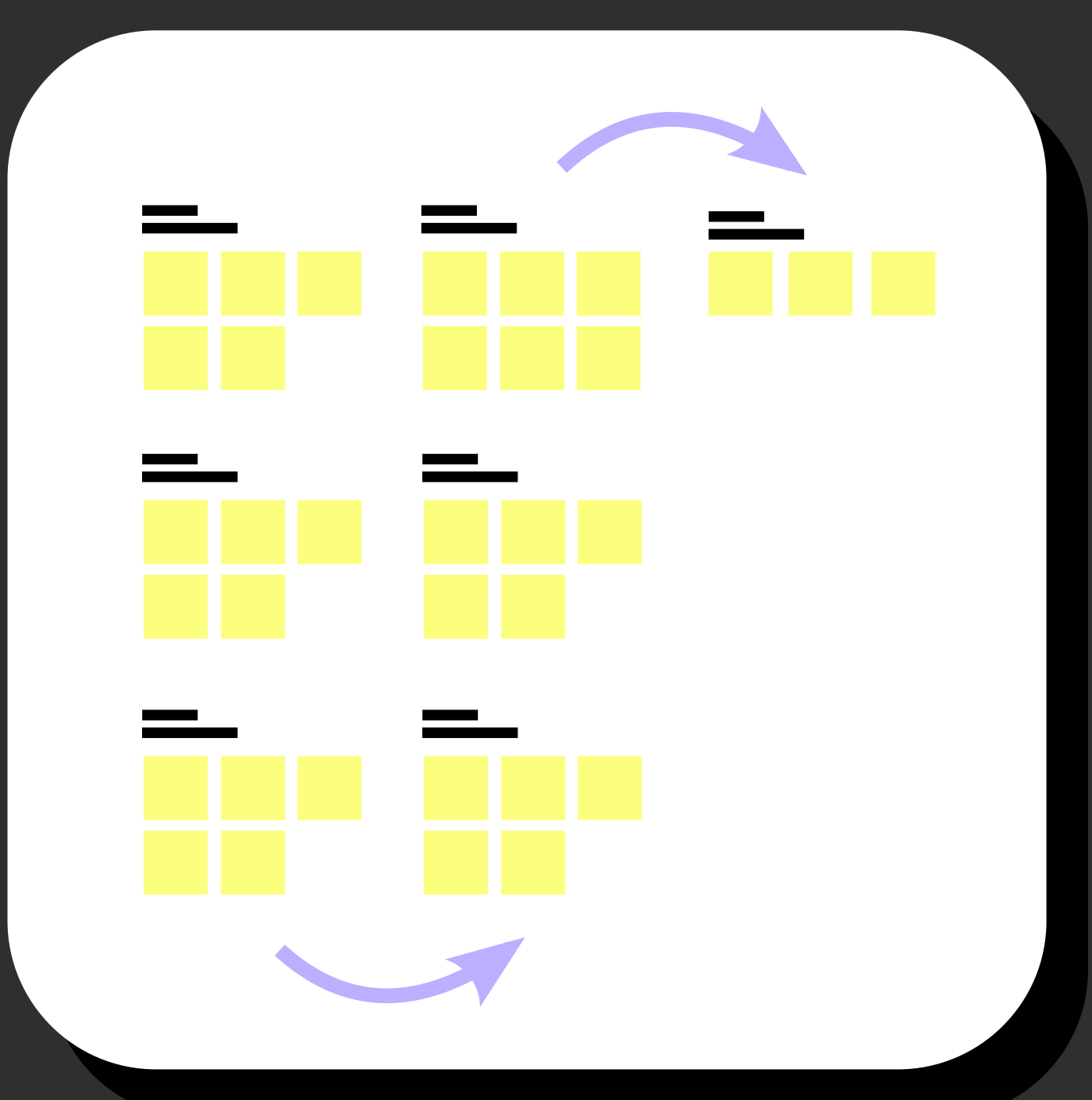
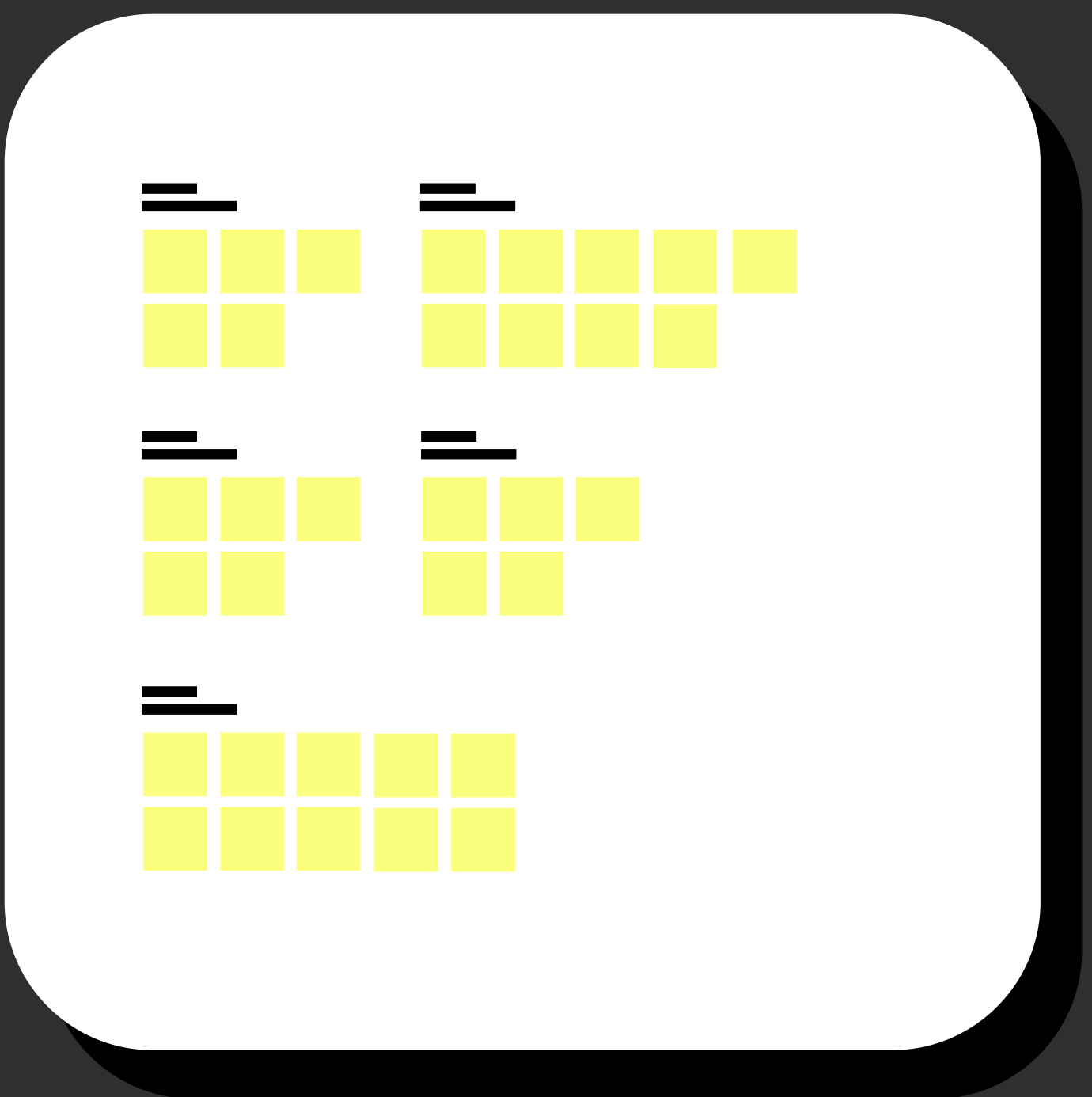
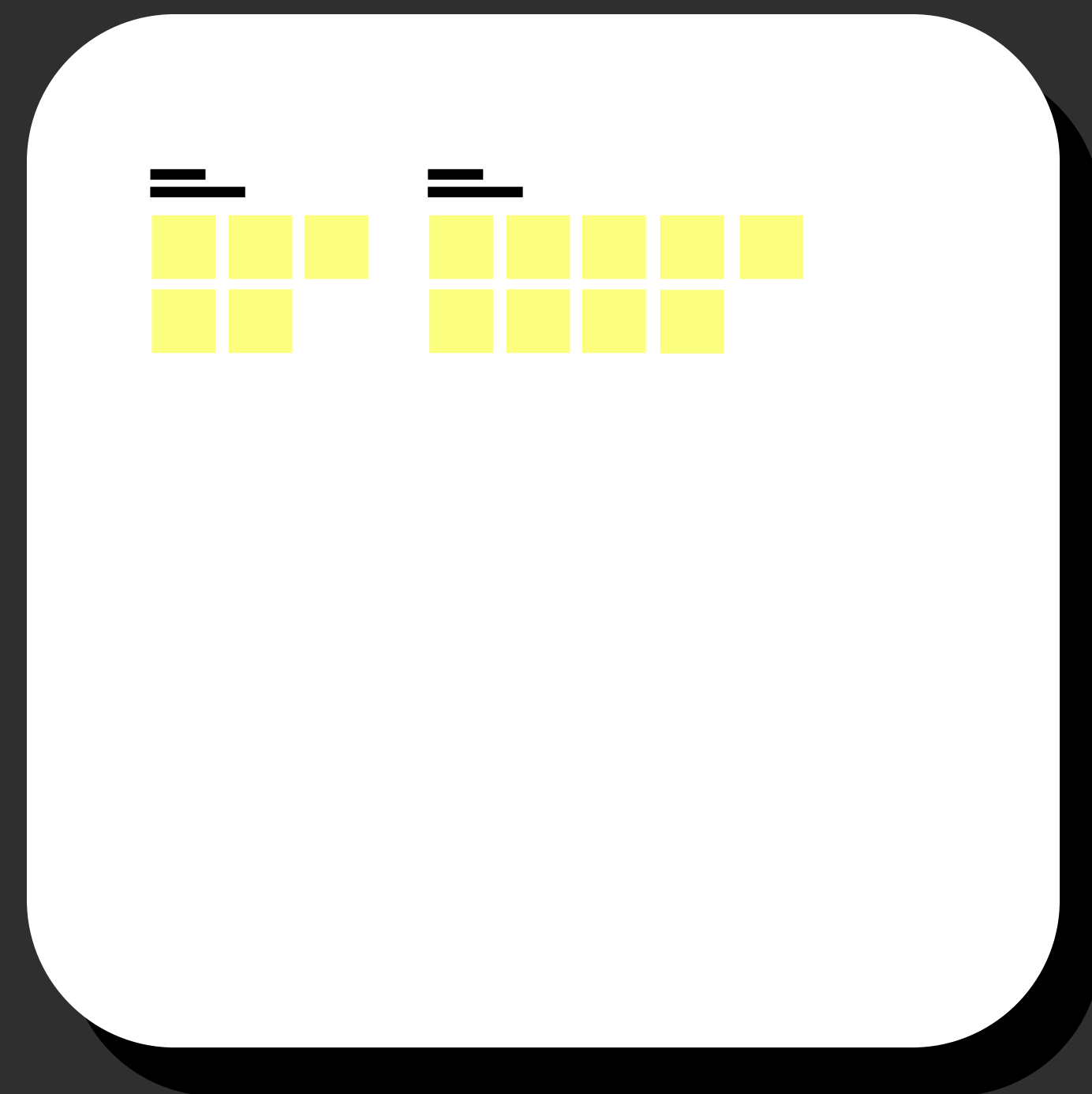


Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

In 1928, two men shared a dream of providing a quality insurance product at a reasonable price. In the decades that followed, we've grown and adapted to meet the changing needs of Americans. But one constant has remained:

"Collaborations": Explore partnerships with other companies or platforms to extend the reach of insurance services

"Digital Transformation": Consider how the chain could have embraced digital technologies to enhance customer experiences, streamline operations, and improve data security



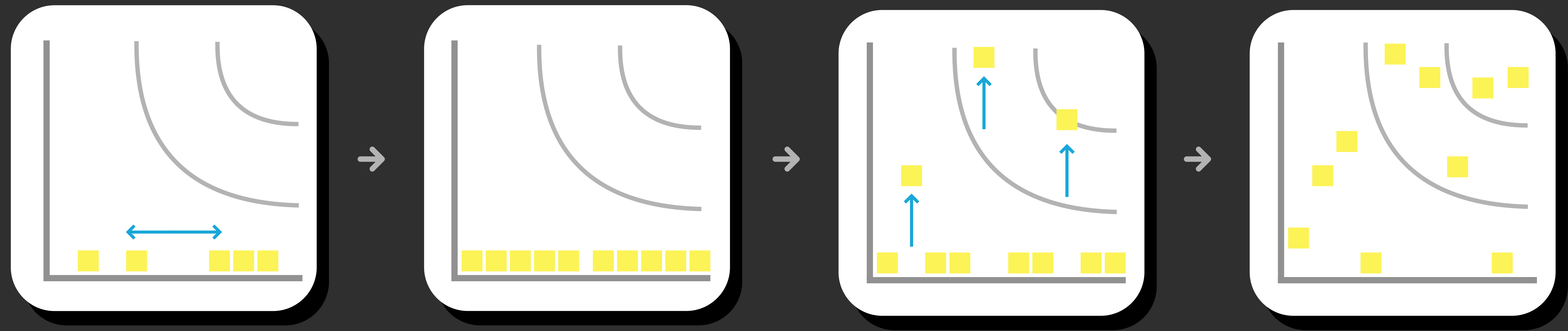
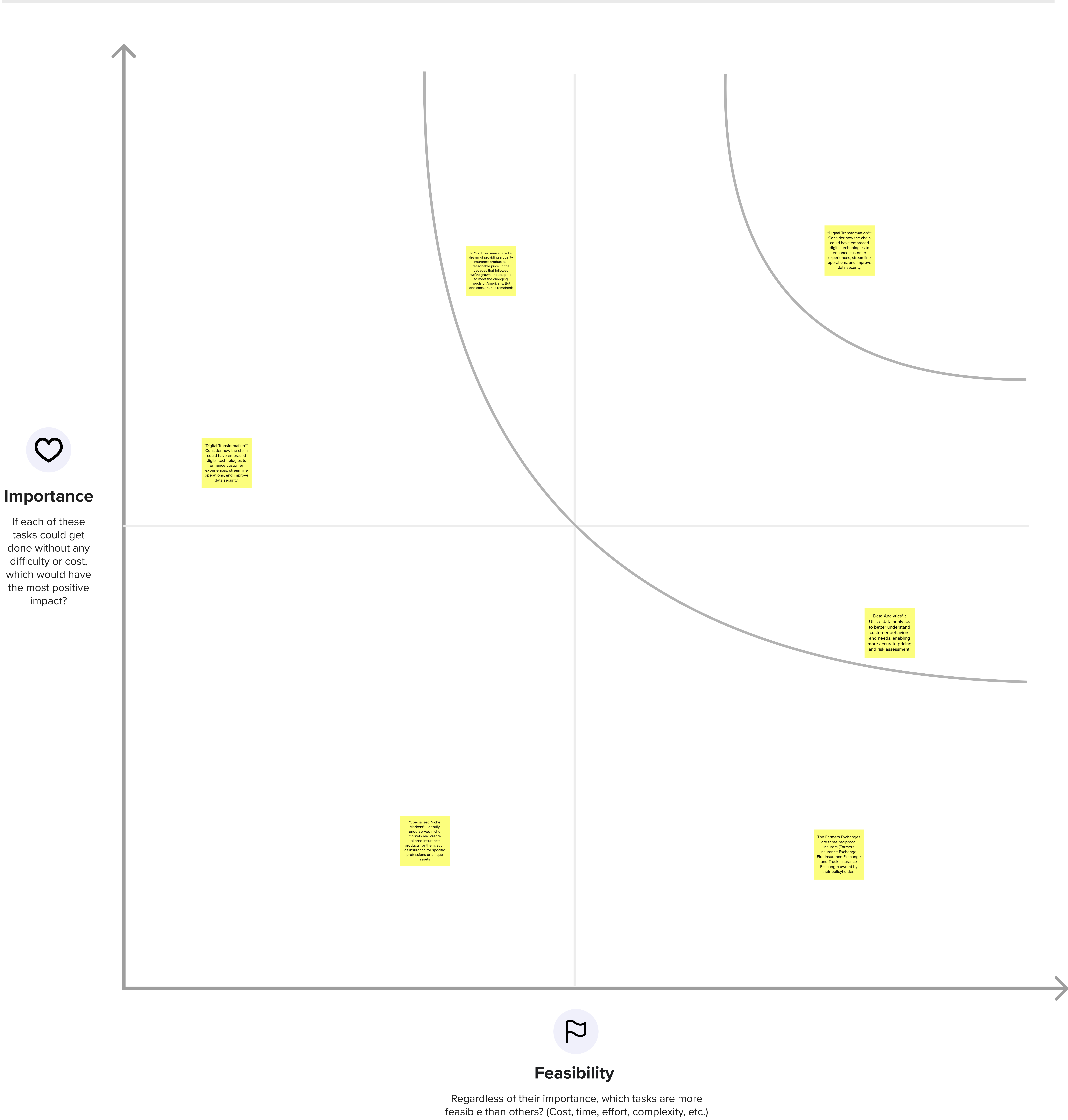
Prioritize

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

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.

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### Quick add-ons

- A

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

**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.

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### 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 →](#)

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