

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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- 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.

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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

Unlocking insights into the global air transportation network with tableau

Key rules of brainstorming

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

2

Brainstorm

Write down any ideas that address your question.

⌚ 10 minutes

The diagram illustrates the eight persons in the study, each represented by a box containing a table of their characteristics. The persons are arranged in two rows of four.

Person 1

Age	Gender	Education	Marital status
25	Male	High school	Married

Person 2

Age	Gender	Education	Marital status
30	Female	College	Single

Person 3

Age	Gender	Education	Marital status
28	Male	High school	Married

Person 4

Age	Gender	Education	Marital status
35	Female	College	Single

Person 5

Age	Gender	Education	Marital status
22	Male	High school	Married

Person 6

Age	Gender	Education	Marital status
32	Female	College	Single

Person 7

Age	Gender	Education	Marital status
27	Male	High school	Married

Person 8

Age	Gender	Education	Marital status
33	Female	College	Single

TIP You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

Group ideas

```
graph TD; Tableau[Tableau] --- Benefit1[Including improving customer experience uncovering fraud and solving complex problem]; Tableau --- Benefit2[Better communication on board training]; Tableau --- Benefit3[Mobile support and responsive dashboard]; Tableau --- Benefit4[Tableau can handle large amount of data];
```

Tableau

Including improving customer experience uncovering fraud and solving complex problem

Better communication on board training

Mobile support and responsive dashboard

Tableau can handle large amount of data

Tip Add customizable tags to sticky notes to make it easier to find, browse, organize, and

4 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

Importance

Feasibility

Including improving customer experience, uncovering fraud and solving complex problem

Data visualization and saves time and resources

Mobile support and responsive dashboard

Tableau can handle large amount of data

Regardless of their importance, which labels are more feasible than others? (Cost, time, effort, complexity, etc.)

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

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.

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

Keep moving forward

Strategy blueprint
Define the components of a new idea as

Define the components of a new idea or strategy.

 Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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

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