



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

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

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

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

Tip

Creating a simple and abstract logo and not to create a logo similar to another brand which may cause copyright issues.

Tip

Key rules of brainstorming
Turn on an smooth and productive session

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

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 not the panel function to easily edit to start drawing.



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 can break it up into smaller sub-groups.

20 minutes

Tip

Ask collaborators to go to sticky notes to make it easier for them to discuss, expand, and categorize ideas as they go.

A good logo is something that can be remembered with one glance.

A simple description of the brand.

Incorporate the name of your company in the logo design.

Defining a brand in its logo itself

Using vibrant colours and determination of typeface and font styles.

5

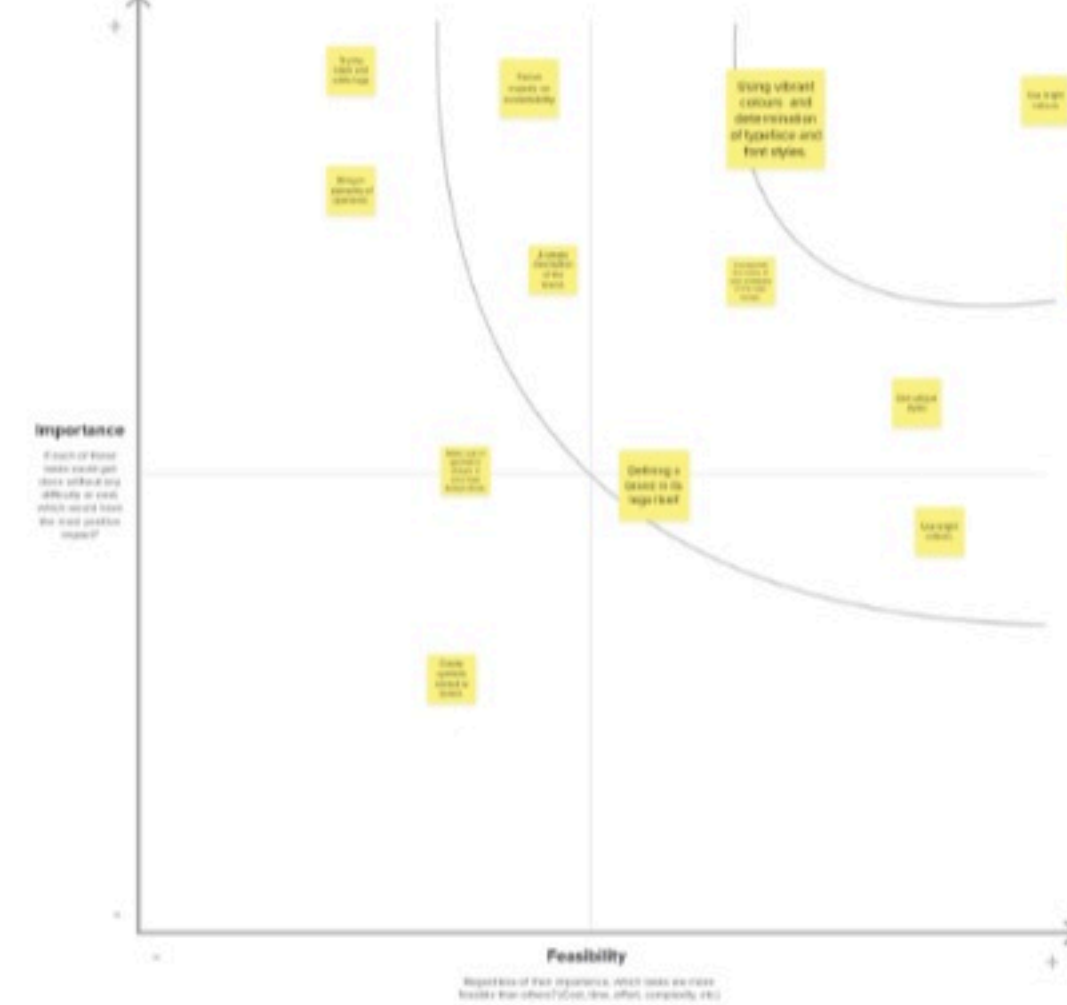
Prioritize

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

Participants can use their sticky notes to point at where they think things go on the grid. The facilitator can explain the grid by using the sticky notes to point at the sticky notes 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

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

Show template feedback



Need some inspiration?

Here is a featured version of this template to help you get started.

Open example

