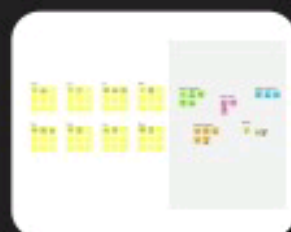# Brainstorm
& idea prioritization

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 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

A **Team gathering**
Define who should participate in the session and send an
invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in
the brainstorming session.

C **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

How might we find a time for fitness in a busy schedule?

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.

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

2

Brainstorm

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

🕐 10 minutes

Person 1

Customer reviews are cited as evidence of the problems prevalence and impact.

Ad Blockers and Competition

Ad Fatigue

Person 2

The realicand and predical experts of the problem are highlighted, drawing from the experiences of real customers.

Competition

Person 3

Defining Clear Objectives

Target Audience Identification → Content Creation

Person 4

Ad Copywriting

Measuring and Analyzing Results

Person 5

Ad Design and Format

A/B Testing

Person 6

Budget Management

Person 7

Ad Relevance and Engagement

Person 8
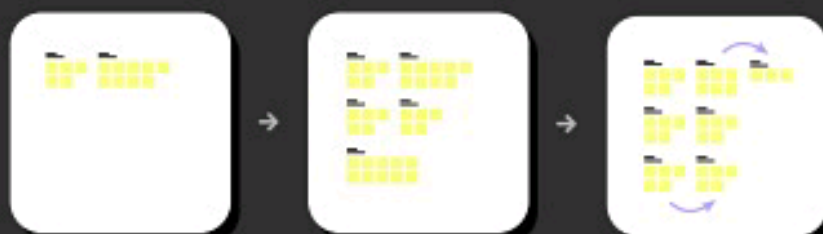
Adherence to Instagram Policies

3

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

Ad Blockers and Competition

Competition

Ad Copywriting

Ad Fatigue

Ad Copywriting

Ad Design and Format

Adherence to Instagram Policies

Defining Clear Objectives
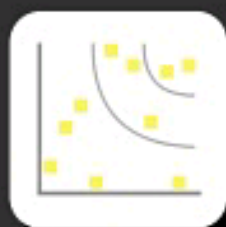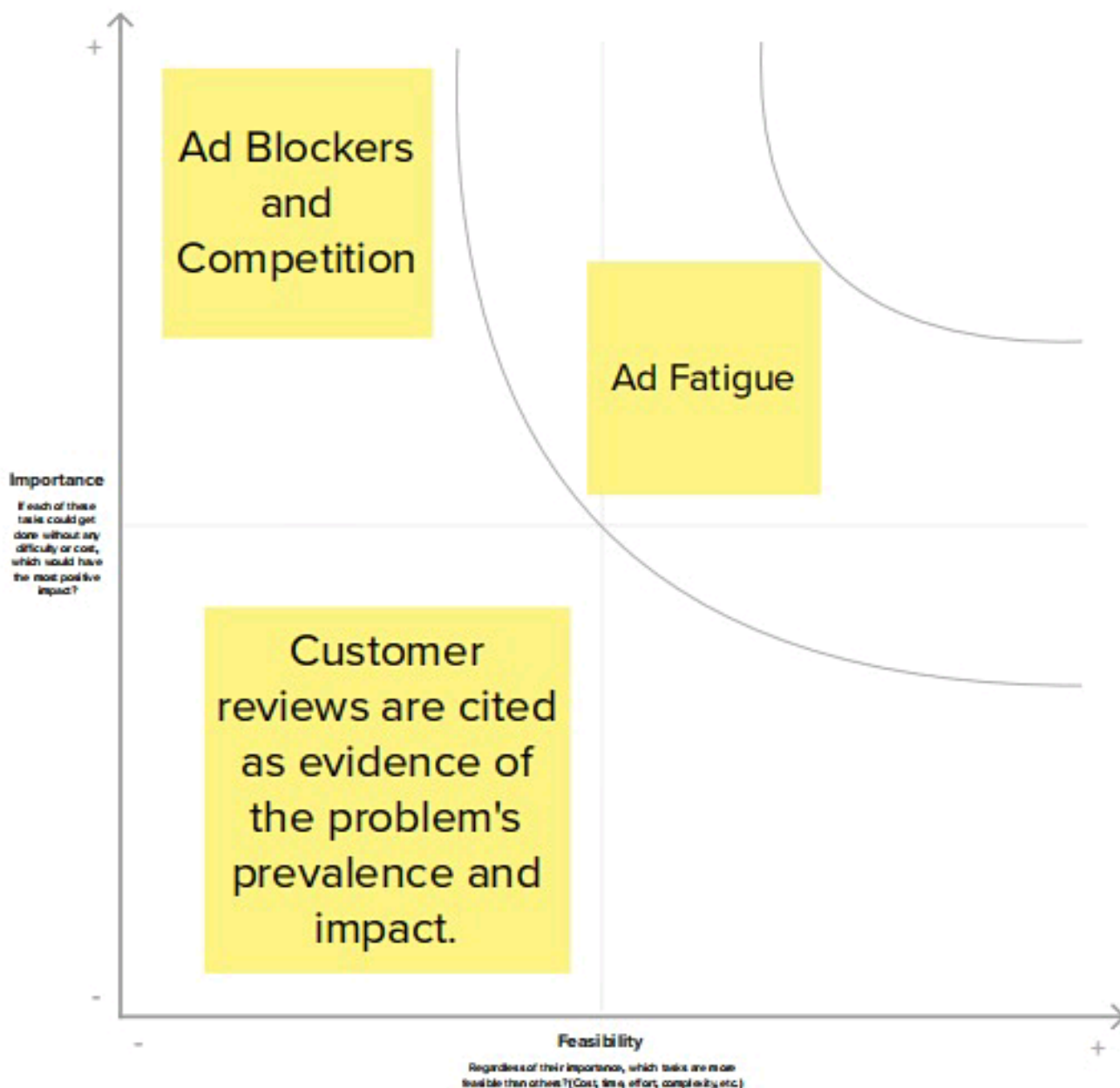
A/B Testing

Budget Management

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

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Ad Blockers and Competition

Ad Fatigue

Customer reviews are cited as evidence of the problem's prevalence and impact.

Feasibility

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

→

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 →

Share template feedback