

## Brainstorm & idea prioritization

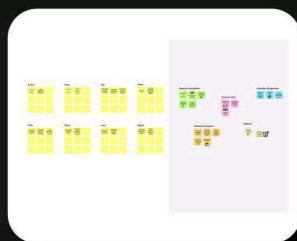
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 **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

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**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

Competition in the banking industry is labelled as incontestable difficult to enter owing to legal, technological and economic policy factor. As a matter of fact, government as implemented number of reform in the banking sector since it took power. All the measures taken to improve the banking sectors significantly false short. Financial sector is not able to offer adequate and competitive service on the scale required and it is not yet competitive and efficient.



### 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.

2

## 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

Customer needs	Customer acquisition	Recive proper service
customer pay quality	leads to additional customer	use multi channel integration
Risk of bad debts	Increase portability	convinent for public

#### Person 2

Financial leverage	current liabilities	Short term securities
profitability ratios	Increase flow of credits	Assets and market capitalisation
Increasing competition	A cultural shift	regulatory compliance

#### Person 3

Changing business models	Reputation risk	legal and regulatory
balance enquiries	card statement	Loan applications
Account upgrades	under capitalization	self service opportunities

#### Person 4

pressure on profitability	embrace social media	pay for digital advertising
counterparty failing	credits loss	trading risk
capital requirement	security breaches	risk management

#### Person 5


#### Person 6


#### Person 7


#### Person 8




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 can break it up into smaller sub-groups.

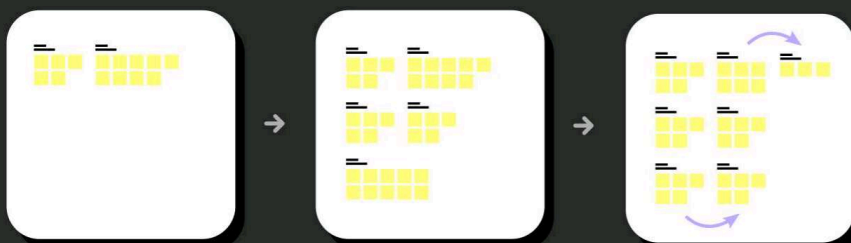
🕒 20 minutes

The general objective of the study is to analyse performance of commercial bank and to rank commercial bank based on the performance. The studies are;

- 1) To identify the key Bank performance.
- 2) To measure the significance level of performance.
- 3) To examine the performance of commercial bank by rating each Bank specific proxy.

### TIP

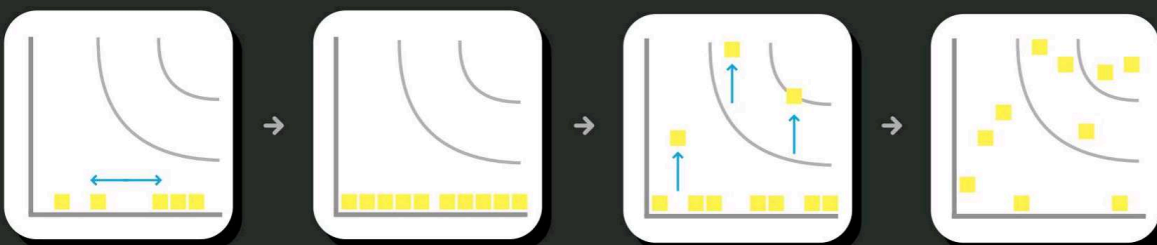
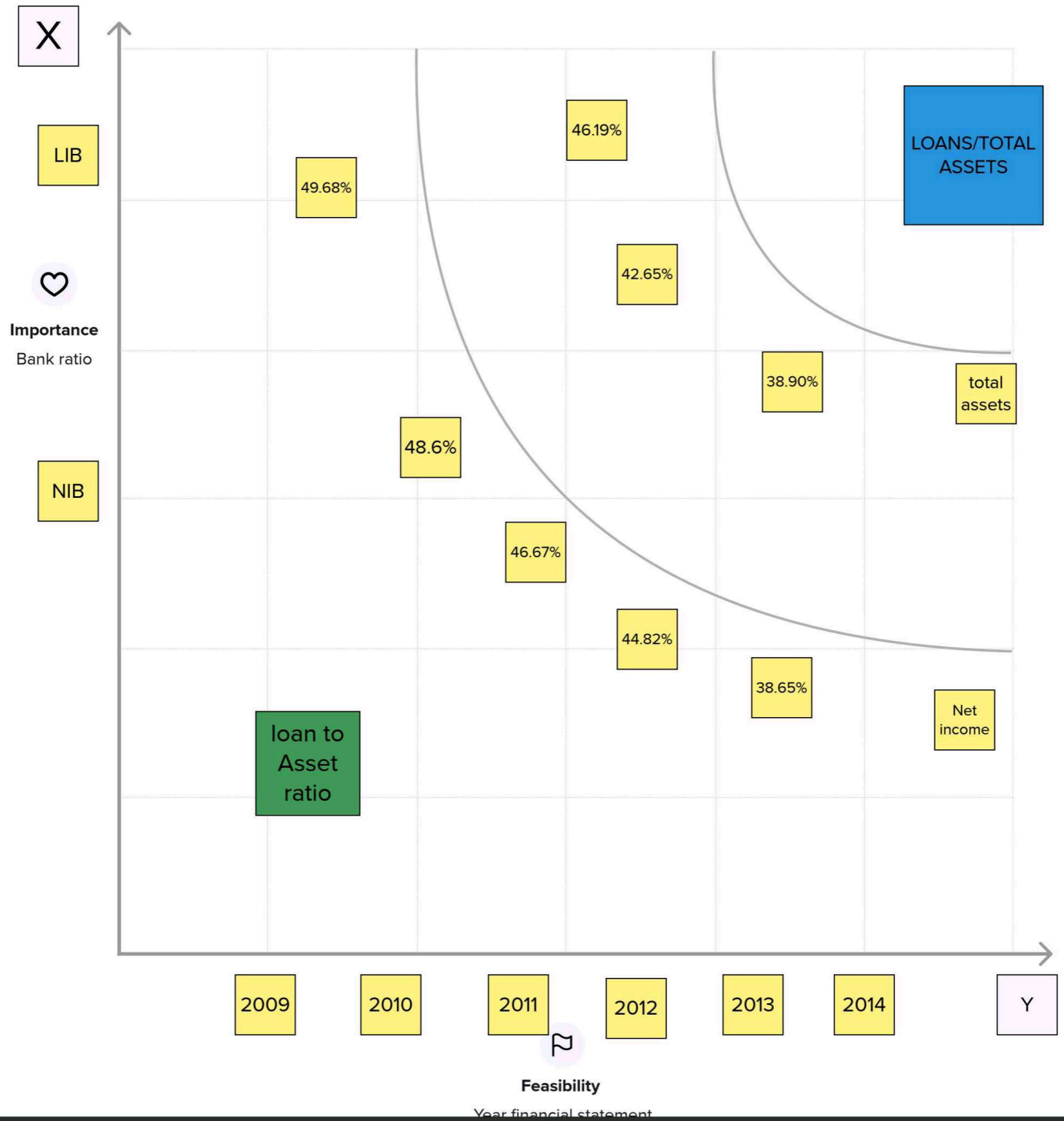
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



## 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





## 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 →](#)



[Share template feedback](#)

