Template

# 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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## 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.

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## 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 [illustrate the problem that you're trying to solve] so that [the intended audience] can [achieve the desired outcome] when [the circumstance in which the problem occurs] because currently [the current situation causing the problem] instead of [the desired situation] which would lead to [the benefit to the audience]?

## Brainstorm

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

10 minutes

TIP
You can switch to dirty mode and hit the pencil (pencil-in mode) from no-ideas-drawing!

Person 1 | Person 2 | Person 3 | Person 4 | Person 5 | Person 6 | Person 7 | Person 8

### 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.

## 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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and identify ideas among hundreds or thousands of ideas on your boards.

## 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

A scale of those ideas that must be done without any ifs and buts to those that would have the most positive impact?

Feasibility

Regardless of their importance, which tasks 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 moderator can confirm the spot by clicking the space another holding the Alt 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.

### Quick add-ons

1. **Share the mural**
   Share a link to the mural so the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **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 understand how it works.
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