

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

- Share template feedback

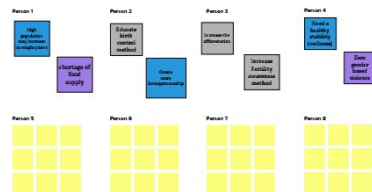
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

1. **Team gathering**
Define who should participate in the session and send an invite. Share relevant information prior or pre-session at hand.
2. **Set the goal**
Start about the problem you'll be focusing on solving in the brain storming session.
3. **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

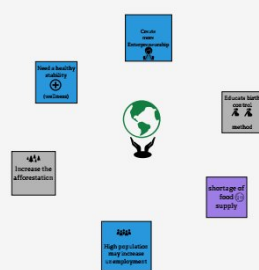
What problem are you trying to solve? Frame your problem as a *How Might We* statement. This will be the focus of your brainstorm.



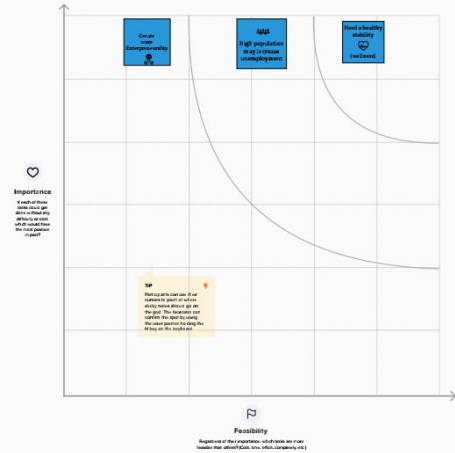
Write down any ideas that come to mind that address your problem statement.



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.



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.



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**
- Show 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 to your drive.

Keep moving forward

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Strategic 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](#)



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

