miroverse

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

Share template feedback

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

How might we [verb] [noun] [verb] [noun]

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To run an smooth and productive session

- Stay on topic.
- Encourage wild ideas.
- Defer judgment.
- Go for volume.
- If possible, be visual.

Brainstorm

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

10 minutes

TIP
You can switch sticky note sizes to the parent (section or board) to suit brainstorming!

Person 1	Person 2	Person 3	Person 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 and break it up into smaller sub-groups.

20 minutes

TIP
Add a prioritization tag to sticky notes to help you and the team assess impact and indicate important ideas as items rank at your board.

Prioritize

Now 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

Feasibility

Regardless of your organization, which ideas are more feasible from a time-to-value and ease-of-implementation perspective?

TIP
Participants can use their votes to "buy" time on the most sticky notes through play-money bidding. Give each participant another five quick-sketch votes to "bid" on the most important things to do in the proposals.

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 view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export a copy (PDF) mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

1. **Strategy blueprint**
   Define the components of a new idea or strategy.
   Open this template
2. **Customer experience journey map**
   Understand customer needs, motivations, and obstacles for an experience.
   Open this template
3. **Strengths, weaknesses, opportunities & threats**
   Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
   Open this template

Share template feedback

Stand some inspiration?
Pick a template and start creating your board.
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