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

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

PROMPT

How might we [your problem statement]?

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.

Brainstorm

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

10 minutes

TIP
You can return to this step now and till the panel's prompt to move on.

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

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 categorize important ideas as themes within your ideas.

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

TIP
Now is the time to add your own votes to your top priority items. Use the "Vote" tool in your toolbox to add votes to the items you think are the most important.

Importance

Feasibility

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

After you collaborate

You can expect 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 the mural to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export a copy of this 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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Share template feedback

Need some inspiration?
See a finished session filled with ideas and collaboration in action.

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