


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

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

PROBLEM

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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

SURYA PRAKASH R

Collect the dataset	Strong data in database	prepare the visualization
amount of data rendered to DB	Utilization of data filters	No of calculation fields
No of visualizations	Project Documentation	Business requirements

SNEHA

Social Impact	Data collection & Extraction from Database	olumn description of the dataset
Name of the bank	In which country the bank is operating	Total Assests of the banks
Rank of the bank among the world	Under which continent the bank belongs to	Top banks according rank and assets

SOWMIYA

top 10 countries with assets proportion	Total assets analysis according to year and quarter	No of scenes of story
Amount of data rendered to DB	Utilization of data filters	No of calculation Fields
Top banks according rank and assets	total assests analysis according to year and quarter	Country with total assests using funnel chart

VEERA MANI

Publishing helps us to track	Monitor key performance metrics	Make better decisions
Help a publisher stay informed	Communicate their performance to others	To communicate Prograss
Top banks according to total assests	The amount of data	Store and retrieve data

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

Total assests
analysis
according to
year and
quarter

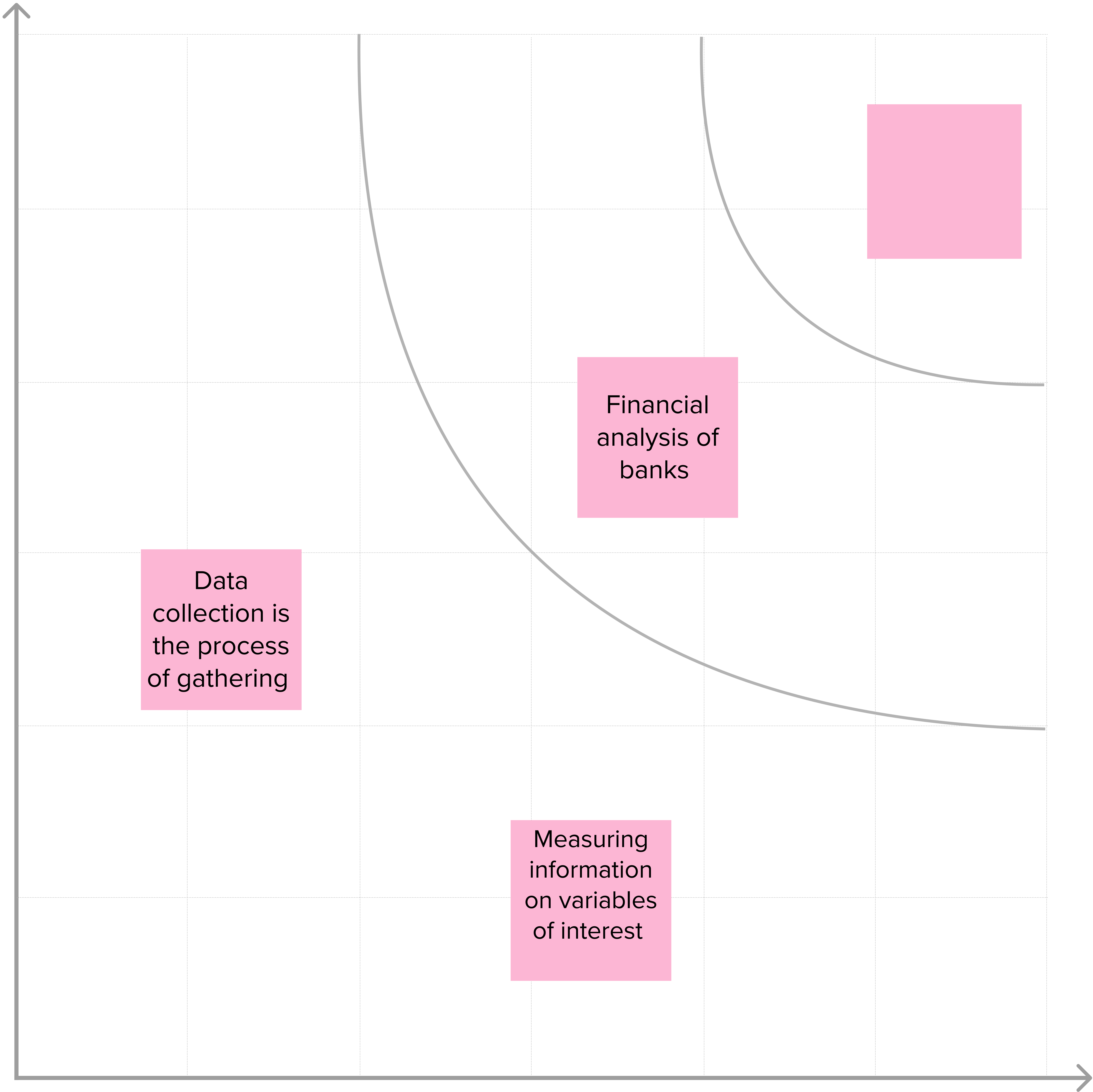
Top banks
according to
country
based on
total assests

Top banks
according to
Rank and
Total Assests

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



Feasibility

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



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

- 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.

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 →](#)

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