



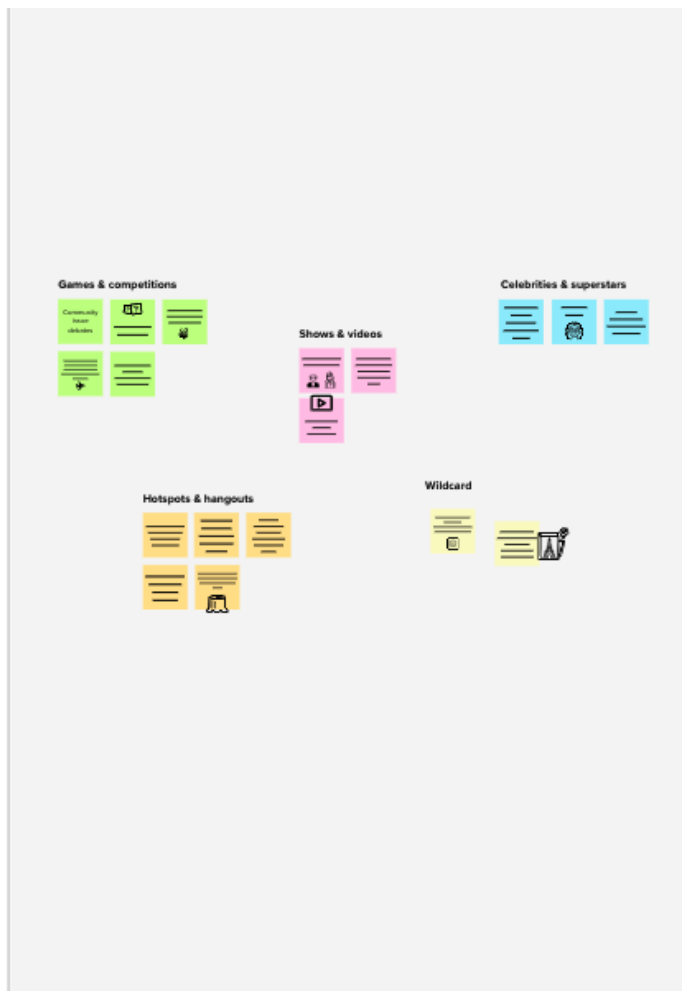
Brainstorm & idea prioritization

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](#)



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) 



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

Small changes to how you use energy will help you save money and the environment.

 5 minutes

PROBLEM

The total electricity shortage in the country has hit 623 million units, surpassing March figures, according to a report. Here's a list of states facing power crisis.



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

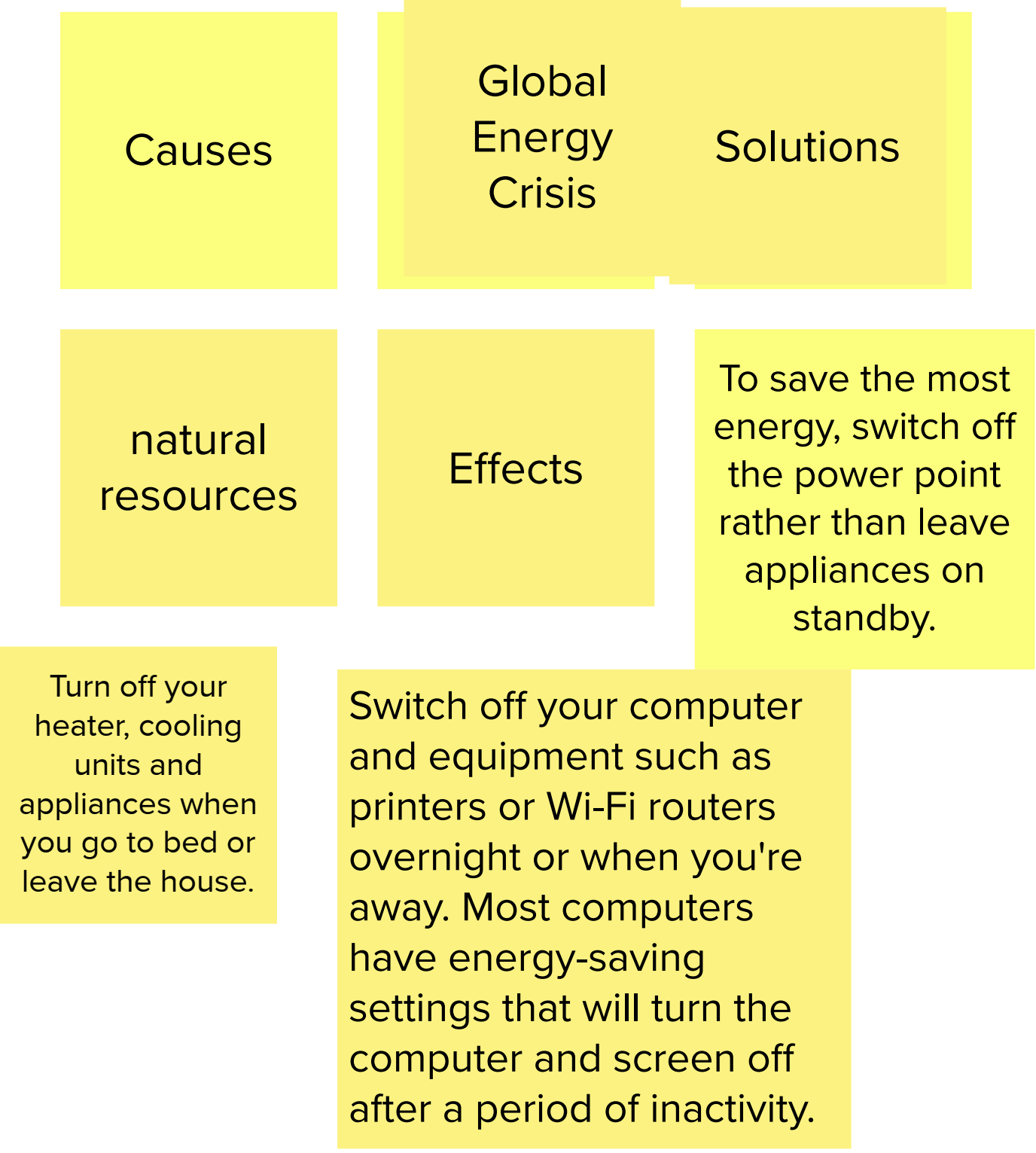
Using solar electricity you generate can reduce the amount of energy you need to buy from your retailer. Solar hot water systems can also help you avoid gas charges using a gas-fired water heater. Discover more about solar energy, including feed-in-tariffs, incentives, installation and energy companies.

TIP



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

Person 1



Person 2

Energy-efficient globes could save up to 80% off your lighting costs. This is because LED bulbs use less power and last longer. That means you spend less money and time replacing them.

Person 3

Shut doors and close curtains

- Shut doors to areas you're not using, and only cool or heat the rooms where you spend the most time.
- In cooler months, make sure your curtains or blinds seal your windows properly.
- Stop cool air leaking out by blocking draughts around doors and windows.

Person 4

Save energy in how you wash and dry clothes

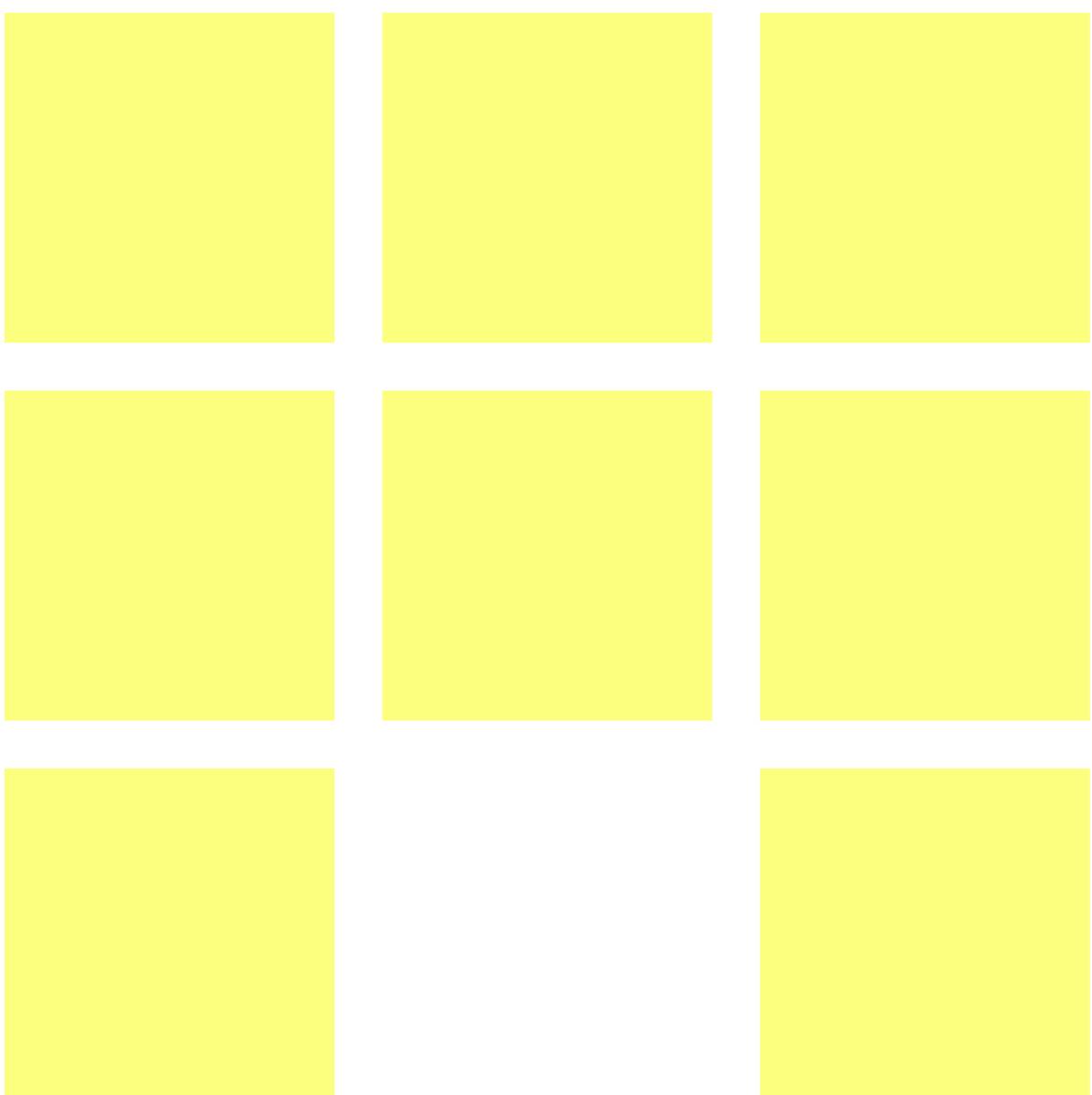
Wait until your machine is full before starting a washing cycle.

Washing clothes in cold water can save around \$115 per year.

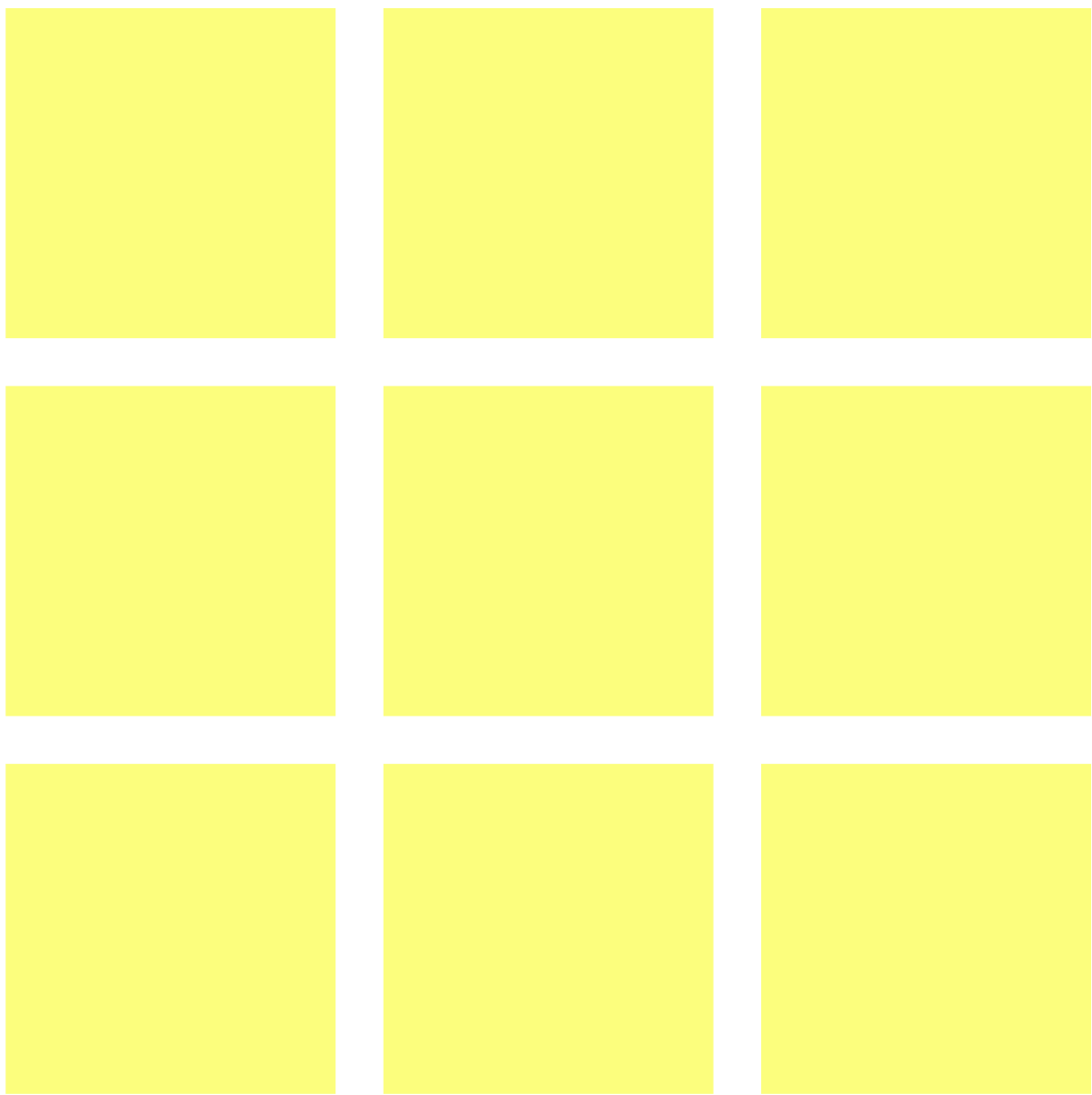
You can also save by selecting the shortest appropriate washing cycle.

Clothes dryers use lots of energy. Hang clothes outside to dry or use a fan to help dry them indoors.

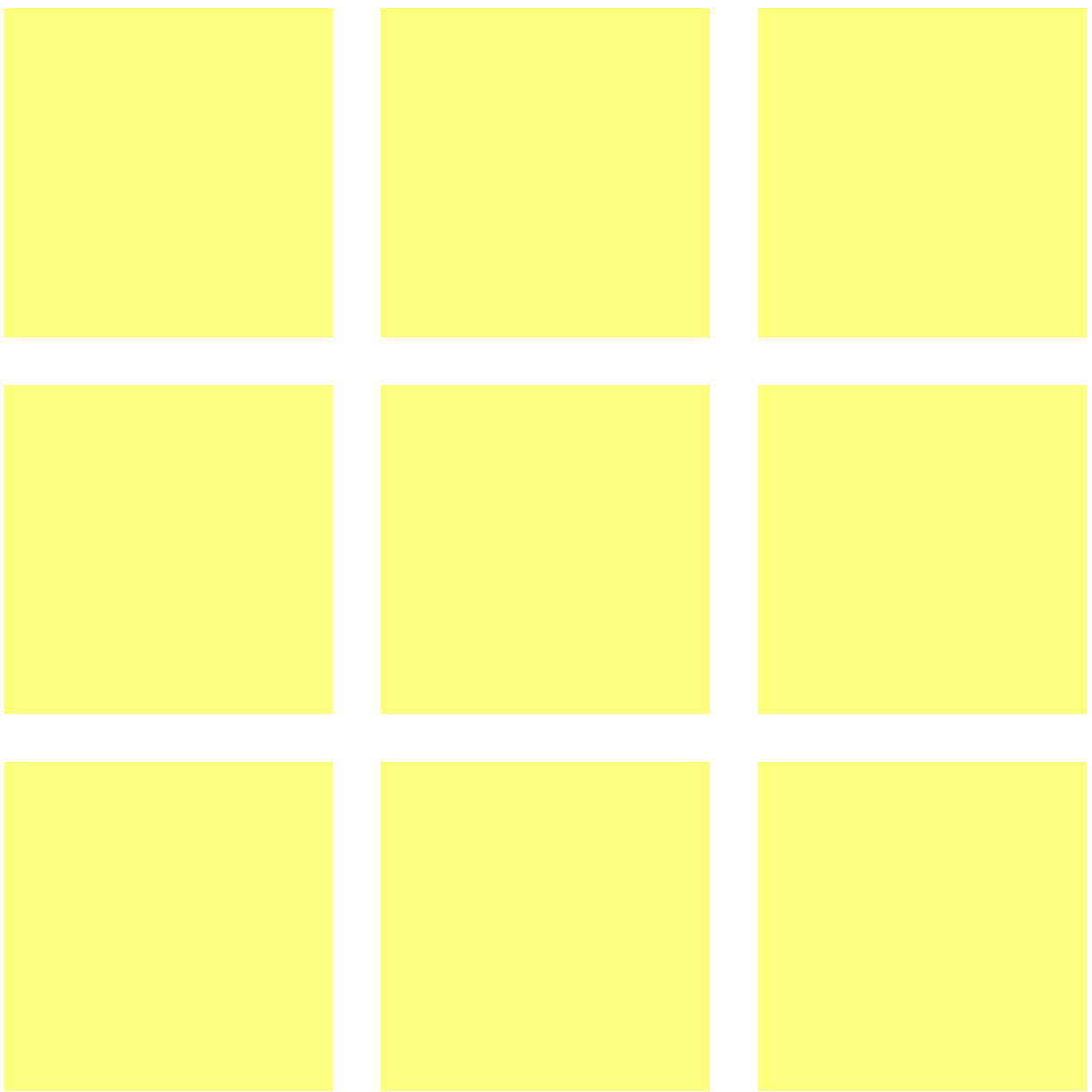
Person 5



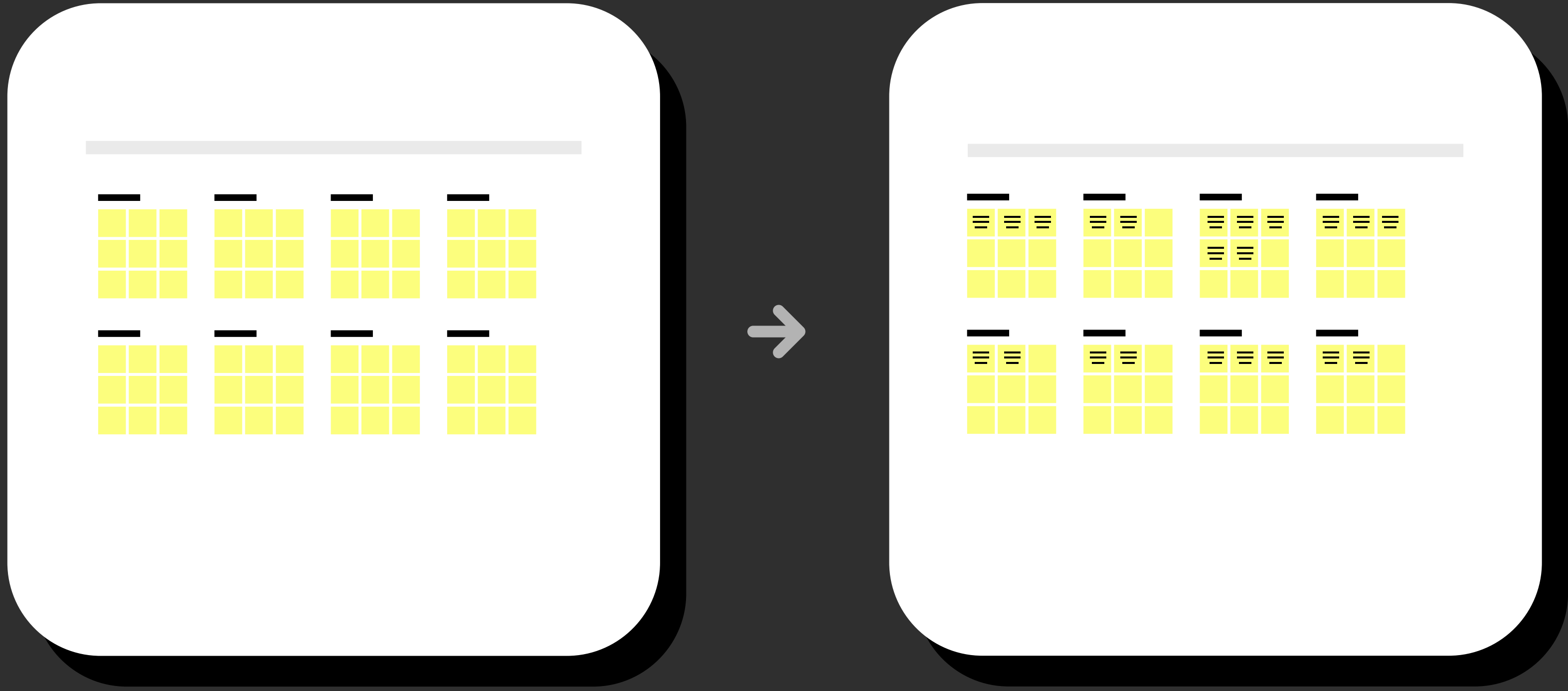
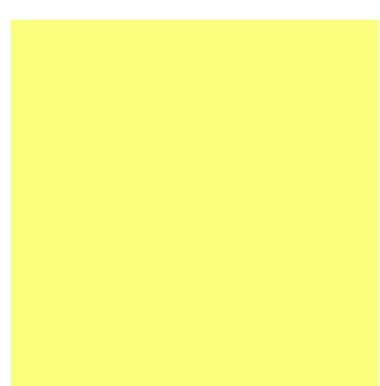
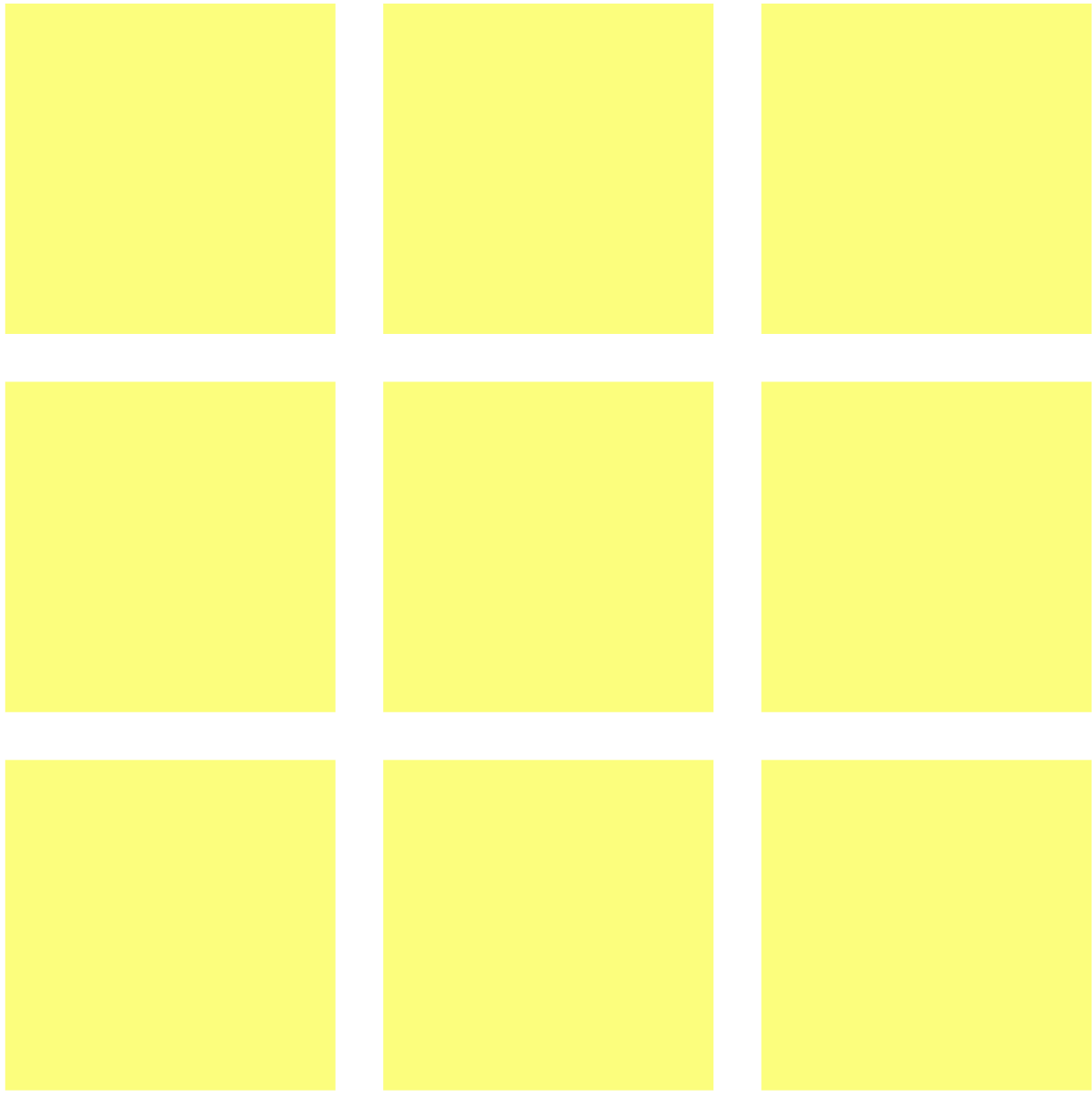
Person 6



Person 7



Person 8



3

Group ideas

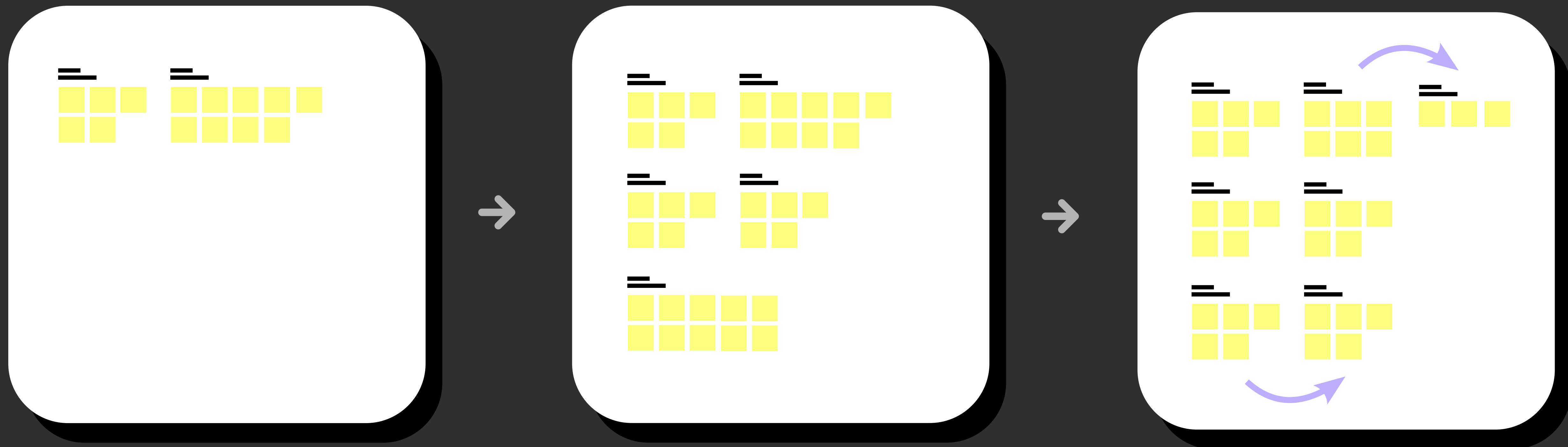
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 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 mural.



Prioritize

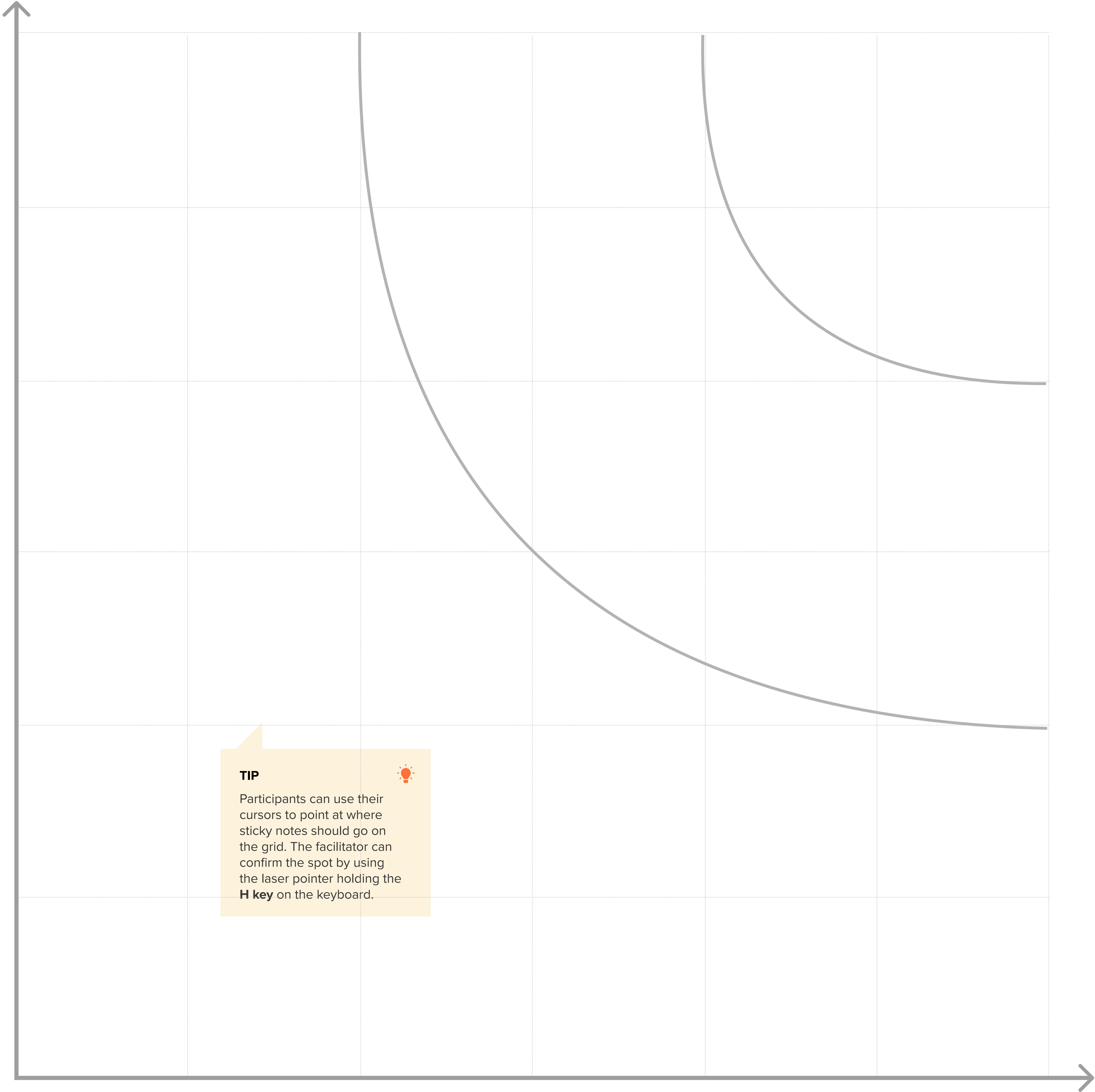
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



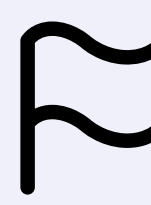
Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?



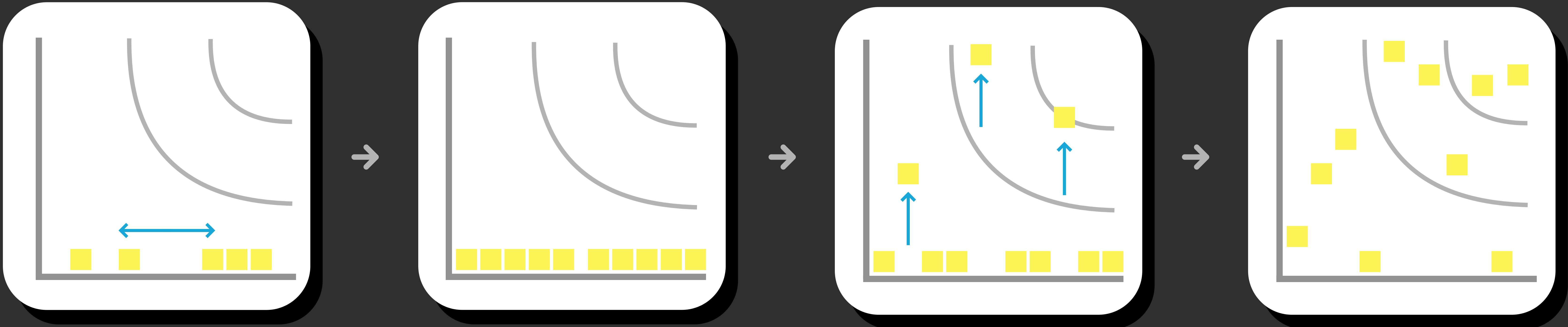
TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.



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 →](#)

[Share template feedback](#)