

BRAINSTORMING AND IDEATION:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement:

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
- 2-3 people recommended

Need some inspiration?

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[Open example](#)

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

PROCESS

The project aim is to provide real-time knowledge for all the students who have basic knowledge of Salesforce and Looking for a real-time project. This project will also help to those professionals who are in cross-technology and wanted to switch to Salesforce with the help of this project they will gain knowledge and can include into their resume as well.

3 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

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.

[Open article](#)

Step-2: Brainstorm, Idea Listing and Grouping:

2

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 button to delete/rewrite your drawing!

Person 1

User-Friendly Dashboard:
Create an intuitive dashboard for employees to submit travel requests and track their status.

Manager Approval Workflow:
Implement a workflow that allows managers to review and approve travel requests easily.

Person 2

Travel Policy Integration:
Include the company's travel policy within the app, ensuring employees are aware of guidelines and restrictions.

Expense Management:
Allow employees to submit expense reports related to their trips and attach receipts.

Person 3

Notification System:
Implement a notification system to keep employees informed about the status of their travel requests.

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Person 4

Real-Time Currency Conversion:
Provide a currency conversion feature to help employees manage expenses in different currencies.

Analytics and Reporting:
Generate reports for corporate administrators to analyze travel patterns and expenses.

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 can 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 they come within your thought.

Manager Approval Workflow:
Implement a streamlined workflow that allows employees to submit travel requests, and managers to easily review and approve them within the application. This ensures a quick and efficient approval process.

Expense Management and Reporting:
Build a comprehensive expense management system that allows employees to submit and track expenses related to their trips. Include features for attaching receipts and generating expense reports, simplifying financial aspects of corporate travel.

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Step-3: Idea Prioritization:

4

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

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.

