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.

Open article →

Need some inspiration?

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

Open example →

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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

PROBLEM

Personality differences
If your team is a mix of introverts and extroverts, you'll really notice the gap between the two during brainstorming. Where extroverts will have no problem sharing their wildest ideas in front of a group, the same can't be said for shy introverts. So if you really want your brainstorming session to be inclusive and ensure every voice is heard, you'll need to set up some parameters.

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.	

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

Brainstorm

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

⏱ 10 minutes

Person 1

Clarify vision

Define problem

Determine context

Person 2

Identify impact

Make business case

Identify gap

Person 3

Explain causes

Select method

Describe steps

Person 4

Review closely

Resize the problem

Take a clear note

Person 5

Person 6

Person 7

Person 8

Brainstorm

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

⏱ 10 minutes

HS

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.
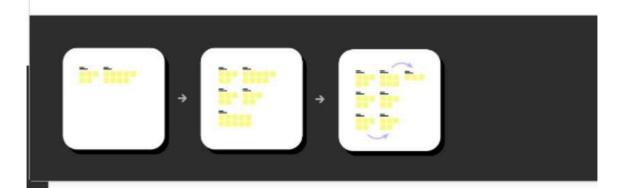
⏱ 20 minutes

The specific problem is stated clearly and detailed enough to explain why it is crucial.

The method by which the problem will be solved.

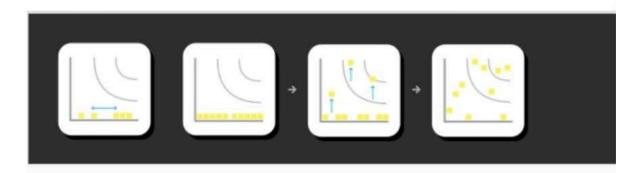The purpose, statement of objective and scope of the study.

HS

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

20 minutes

The specific problem is stated clearly and detailed enough to explain why it is crucial.

Clarify vision

Define problem

Review closely

The method by which the problem will be solved.

Take a note

Make business case

Resize the problem

Importance

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

The purpose, statement of objective and scope of the study.

Select method

Identify impact

Determine context

Explain causes

Describe steps

Identify gap

Feasibility

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