# Brainstorm

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**TIP**

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

**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.

### 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

**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**

\*The problem statement begins with mentioning and explaining the current state.

\*Mention the people who are affected by the problem.

**2**

### Brainstorm

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

10 minutes

**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

**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**

### 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**

# & 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

**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**](https://support.mural.co/en/articles/2113740-facilitation-superpowers)

**Key rules of brainstorming**

To run an smooth and productive session

**Person 1**

You have to know not just what you are trying to solve, but who you are trying to solve it for.

### Person 3

Lafargue says this means going out into the world and talking to people about the problem

## Person 2

But at Google, they try to get a prototype out there as quickly as possible

**Person 4**

It doesn't have to be perfect, just a physical manifestation of an idea that's designed strictly to answer the most immediate questions and test our first assumptions about an idea that seems promising.

**+**

#### Google posts empower the owner of the GMB profile to post content straight to the search engine results pages.

Posting on Google My business is for the prospects who are already looking for you, unlike the prominent social media platforms.

###### But at Google, they try to get a prototype out

This popular business maxim means that you shouldn't think about how to improve something by 10%, but rather, 10 times

**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](https://app.mural.co/template/e95f612a-f72a-4772-bc48-545aaa04e0c9/984865a6-0a96-4472-a48d-47639307b3ca)

**Customer experience journey map**

Stay in topic.

Defer judgment.

Encourage wild ideas.

Listen to others.

This popular business maxim means that you shouldn't think

Lafargue says that after brainstorming, you might be

but a 10x solution would be using a network of

The example Lafargue gives is of Google's

##### Importance

If each of these tasks could get done without any

###### there as quickly as possible

Understand customer needs, motivations, and obstacles for an experience.

[**Open the template**](https://app.mural.co/template/b7114010-3a67-4d63-a51d-6f2cedc9633f/c1b465ab-57af-4624-8faf-ebb312edc0eb)

Go for volume. If possible, be visual.

about how to improve

something by 10%, but rather, 10 times

tempted to just

schedule another brainstorming session

physical balloons to get to remote areas.

"Project Loon" internet-beaming balloons.

difficulty or cost, which would have the most positive impact?

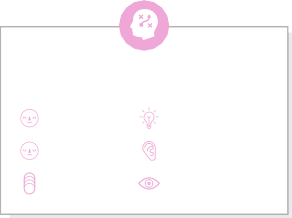
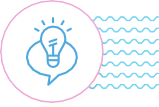
Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

The example Lafargue gives is of Google's "Project Loon" internet-beaming balloons.

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[Open the template](https://app.mural.co/template/6a062671-89ee-4b76-9409-2603d8b098be/ca270343-1d54-4952-9d8c-fbc303ffd0f2)



**Template**

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

**-**

##### - Feasibility +

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