

Ideation&Brainstorming



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

- 1 **Team gathering**
Define who should participate in the session and what we need. Share relevant information or pre-work sheets.
- 2 **Set the goal**
Think about the problem you'd be focusing on solving in the brainstorming session.
- 3 **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to set 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



Key rules of brainstorming
To be as smooth and productive as possible:

- 🚫 Stay on topic.
- 🚫 No criticism and ideas.
- 🗣️ Define problem.
- 🗣️ Listen to others.
- 🗣️ Go for volume.
- 🗣️ If possible, be vocal.



Need some inspiration?

See if collaboration in the workplace is relevant for you.

[Open article](#)

Brainstorming

(While I won't deny ideas that come to mind that address great problems, certainly.)

 Springer

Tip
This table contains a listing of all the available information provided by each of the four sources. (Continued)

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中国工商银行股份有限公司

DAVIDSON, D.

Paradise 9

Page 4000-03

Pharmacokinetics

Forecast 20

Group ideas

Take turns sharing your ideas while clustering words 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.

 Springer

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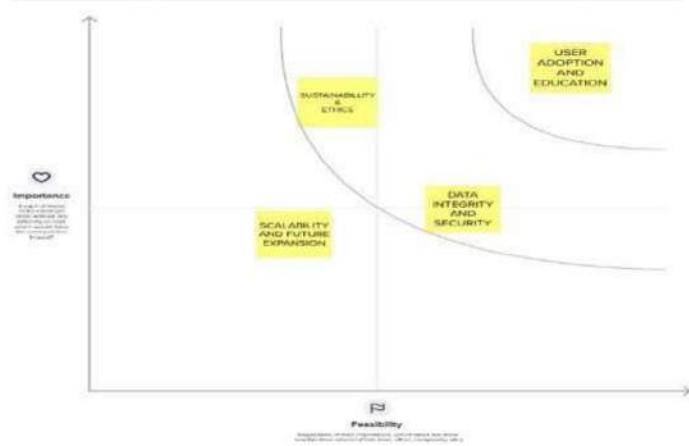
Prioritize

Your team should all be on the same page about what's important, making fun of it. Place your ideas on the grid to determine which ideas were important and which were feasible.

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For
The grid is used to help you and your team decide which ideas are important and which are feasible. It's a way to prioritize your ideas.



After you collaborate

You can expect the initial set of ideas to get to share with members of your company who might find it helpful.

Quick solutions

1. Share the model
Share a view link to the model with stakeholders to help them understand the importance of the model.
2. Export the model
Export a copy of the model as a PDF or PPT to share the model, model, or ideas, or share it with your team.

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 behaviors 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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