

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
 3-8 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.
- [Get instructions](#)

- ### 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.

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Brainstorm

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

[10 minutes](#)

Tip

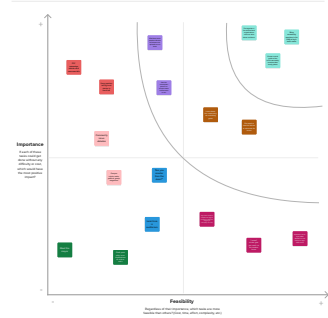
Use your solution as a starting point and then expand on it to identify more to learn about it!



- ### Group ideas
- Take turns sharing your ideas while clustering similar or sticky notes have been grouped, give each cluster a name bigger than six sticky notes, try and see if you and break
- 30 minutes



- ### Prioritize
- Your team should all be on the same page about what's moving forward. Place your ideas on this grid to determine which 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**

 - 1 Share the model!**
Share a free link to your model with collaborators to keep them in the loop about the outcomes of the simulation.
 - 2 Report the model!**
Report a copy of the model on a PPT or PDF to attach to emails, LinkedIn, or share on your website.

Keep moving forward

 - Strategy blueprint**
Outline the components of a new idea or strategy.
[Open the template](#) >
 - Customer experience journey map**
Understand customer needs, motivations, and objectives 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 bundle](#)

