**Brainstorm & Prioritize Ideas**

In this activity you are expected to work on Brainstorming standard template available on mural.

Ideation and Brainstorming for CRM Teams: Introducing the BRAIN Framework

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Introduction

After working with multiple CRM teams across various verticals, countries, team sizes and structures, I can certainty say that focused brainstorming sessions for CRM teams often represents an immense untapped opportunity. Even when CRM teams are conducting regular brainstorming sessions, they often lack three key characteristics:

They are not specific enough: Often sessions are conducted around a broad topic such as ‘How can we improve onboarding?’ While the session may feel productive, it results in generic ideas which do not tackle user problems directly.

They are unstructured and outcomes unclear: A typical brainstorm session is often unstructured to allow for multiple hypothesis, typically one problem/hypothesis is already provided to then come up with various solutions.

They lack follow-up on actions, results and learnings: The most common result of brainstorming sessions I have seen are a bunch of ideas scribbled down on post-it notes and stuck to a wall to become part of the office decor. Yes, some ideas may be worked on once everyone’s energy has returned, but the structure needed to bring those great ideas down to the ground and prioritize them for follow-up in a systematic way (using a framework like Reach Relevance Frequency, for example) is often missing.

In this article, I want to propose a new framework that we often use at Phiture to brainstorm ideas geared towards tackling a specific challenge, resulting in a prioritized action plan. Although there is no one-system fits all solution, the BRAIN Framework is intentionally written to be broad enough for you to adapt it to your needs and team setup. You can download the free BRAIN framework template Download the free BRAIN template here.

If you already include brainstorming sessions in your CRM team activities, but would like a more optimized session framework, please skip ahead to Section 2. If you and your team are at the beginning of your relationship with better, structured brainstorming sessions, then read on.

In the interest of saving time, I am going to assume that you are already aware of the foundations and basics of the brainstorming process. In case you want a refresher, I highly recommend checking out the following articles:

Basics of a brainstorming mindset: Brainstorming – IDEO U

Ways in which brainstorming can unlock value: Better Brainstorming in HBR.Some top techniques to generate ideas: 20 Brainstorming Techniques for Generating Better Ideas.