Template

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

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

PROMPT

How might we (your problem statement)?

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.

Brainstorm

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

10 minutes

TIP
You can switch to sitting mode and hide the panel (switch to expert) once no more ideas pop up.

Absurd

Wild

Wise

Crazy

Analogy

Analogy

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

TIP
Add supercreatives agree sticky notes to the mix. Use them to thicken, organize, and connect ideas, or to highlight the themes within your mess.

Understand your brand. The first step to deigninning your logo is understanding your brand

Brain strom words that describe your brand

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

TIP
Participants can use their cursors to point at where they think an idea should go on the grid. The facilitator can confirm the placement by using the "Bring to me" feature. Press **Ctrl+g** on the keyboard.

Why is little so hard

What do you think

What size is best

I want somethings reliable

Importance

Sound of these ideas could get your customers talking or wow which would have the most impact?

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

- **Share the mural**
  Plan a vote-into to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Export a copy of this 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
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles 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 feedback

Need some inspiration?
Take a thinking session to your team. Start with a well-defined and clear brief.
Open template