

# 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. ტ 10 minutes

Team gathering Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Think about the problem you'll be focusing on solving in the brainstorming session.

Use the Facilitation Superpowers to run a happy and

Learn how to use the facilitation tools

productive session. Open article →

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

Customer service and the faciilities of the radisson hotel is not up to the expectations of the customer.

Key rules of brainstorming To run an smooth and productive session Stav in topic. Encourage wild ideas. Defer judgment. Listen to others. Go for volume. If possible, be visual.

## Define your problem statement

Brainstorm

→ 10 minutes

RAHUL VIJAY

Write down any ideas that come to mind

that address your problem statement.

# 3

You can select a sticky note and hit the pencil [switch to

sketch] icon to start drawing!

ABHAY M DAS

## 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.

ரு 20 minutes

# FINDING PROBLEM

The hotels needs to identify the root cause of the problem.

### RADISSON MANAGEMENT

Radisson Management should consider their policy of minimum training and experiences o

## FOOD FACILITIES

Maintain the quality of the food and supply the food on time

CUSTOMER SERVICE Handle customer complaints, provide, appropriate solutions and

## alternatives within

the time lim

# HOTEL TECHNOLOGY

Maximizing technology to improve guest experience.

## **FREEBIES**

Add customizable tags to sticky

notes to make it easier to find, browse, organize, and categorize important ideas as

themes within your mural.

and service

Need to offer guests freebies complimentary

be comfortable in the view of furniture and Bathroom

4

Prioritize

ரு 20 minutes

Importance

If each of these

done without any difficulty or cost, which would have the most positive impact?

## HOTEL ROOMS

Rooms should

Need to offer

guests freebies

and

complimentary

service

Maximizing

technology to

improve guest

experience.

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.

Quick add-ons Share the mural Share a view link to the mural with stakeholders to keen them in the loop about the outcomes of the session. Handle customer complaints, provide Export the mural appropriate Export a copy of the mural as a PNG or PDF to attach to

solutions and

alternatives within

the time lim

Rooms should

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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.

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Feasibility

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

### Keep moving forward

After vou collaborate

might find it helpful.

You can export the mural as an image or pdf

to share with members of your company who

Strategy blueprint Define the components of a new idea or strategy.

emails, include in slides, or save in your drive.

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? See a finished version of this template to kickstart your work.









































