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

1. **Team gathering**
   Decide who should participate in the session and send an invite. Share relevant information or pieces to read beforehand.
2. **Set the goal**
   Think about the problem you'll be focusing on solving in the brainstorming session.
3. **Learn how to use the facilitation tools**
   Use the Facilitation Superpowers to run a happy and productive session.

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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
Set a timer and go wild with your ideas. Aim for at least one idea per participant.

Person 1

- Profit and loss
- More competitors's to face
- To execute their project at right time

Person 2

- Suffer lot with GST
- Complete the work with digitalization
- Design a new technology

Person 3

- Transform data and information into knowledge that people use every day
- Helps boost productivity and efficiency
- To deliver the import and export the business people at a right time

Person 4

- To gain more income
- Is constructive not critical
- Stay focused on the problem rather than the person

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 team it up into smaller subgroups.

20 minutes

TIP
Use dot voting to quickly vote on the most important ideas. Give each teammate 3 votes and ask them to place their votes on the ideas with the most overall votes.

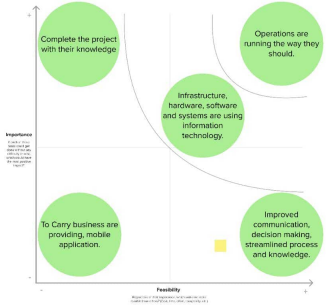
- Transform data and information into knowledge that people use every day helps boost productivity and efficiency
- More competitors's to face
- Design a new technology
- Transform data and information into knowledge
- Profit and loss

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
Time to pull out your best marker to draw a line separating the ideas you'll be taking into the next stage of the exercise.



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 mural**
   Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
   Export your session 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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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Share template feedback

Need some inspiration?
See a filled-in example of a brainstorm in action.
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