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

Newer socks Inspiration?

See a fantastic mural in action, get inspired, and kickstart your work.

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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 templates in the toolbox 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

Example

a How do you develop market insights
Using Marketing Insights for Innovation
a Why are marketing insights important?
(Other is an example of a market insight
Marketing Insights
for Innovation
for getting to insights

Key rules of brainstorming

To run an smooth and productive session

- Stay in scope
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

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

10 minutes

TIP
You can cast a vote(s) now and let the panel (audit) do check (run) a last cleanup

Person 1

Industry associations often supply reserach data

Government reports and trend data are a fantastic way indicate relevant and upcoming environment analysis.

International and domestic trade shows are a great way to gather information on emerging consumers and products.

Person 2

Market insights reveal your innovations true target market, or back these of

Key market insights can cause your B2B innovation to take a new, competely unforeason route.

May be your investment is a great idea-maybe its not or maybe its a great idea for a different industry.

Person 3

Marketing insights can help in many ways, by meeting your target audiences needs and wants while also profits.

This is especially true when market a previously unused or unknown innovation.

In other words, the unknown or unused thing hoop hoops spelling the invention and the company receiving it.

Person 4

An ice cream shop that finds data supporting that the clientele are more likely to purchase fruit flavors in the summer months.

Can use those insights to develop a strong marketing campaigan for therir fruit flavours during the next summer.

Coming to a realization when walking in the woods, coming to a realization when walking in nature during and experiment.

Person 5

The collecting research and data points the fit into several focus areas.

We pull all get knowledge together through evaluation and analysis to,come up with a strategic insights for each focus areas.

Observe stake holder behaviour,look at other industries.

Group ideas

Industry associations often supply reserach data key market insights can cause your B2B innovation to take a new, competely unforeason route. May be your investment is a great idea-maybe its not or maybe its a great idea for a different industry. Industry associations often supply reserach data. We pull all get knowledge together through evaluation and analysis to,come up with a strategic insights for each focus areas. This is especially true when market a previously unused or unknown innovation. Can use those insights to develop a strong marketing campaigan for their fruit flavours during the next summer. Observe stake holder behaviour,look at other industries. An ice cream shop that finds data supporting that the clientele are more likely to purchase fruit flavors in the summer months.

30 minutes

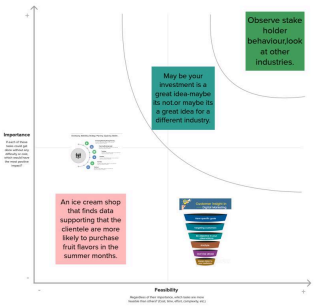
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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 sticky notes around group while the facilitator explains question the post-it's asking. Ask have positive holding the **H key** on the keyboard.



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**
  Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- **Export the mural**
  Export a copy of the 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 smooth ride.
  Open the template →
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

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