






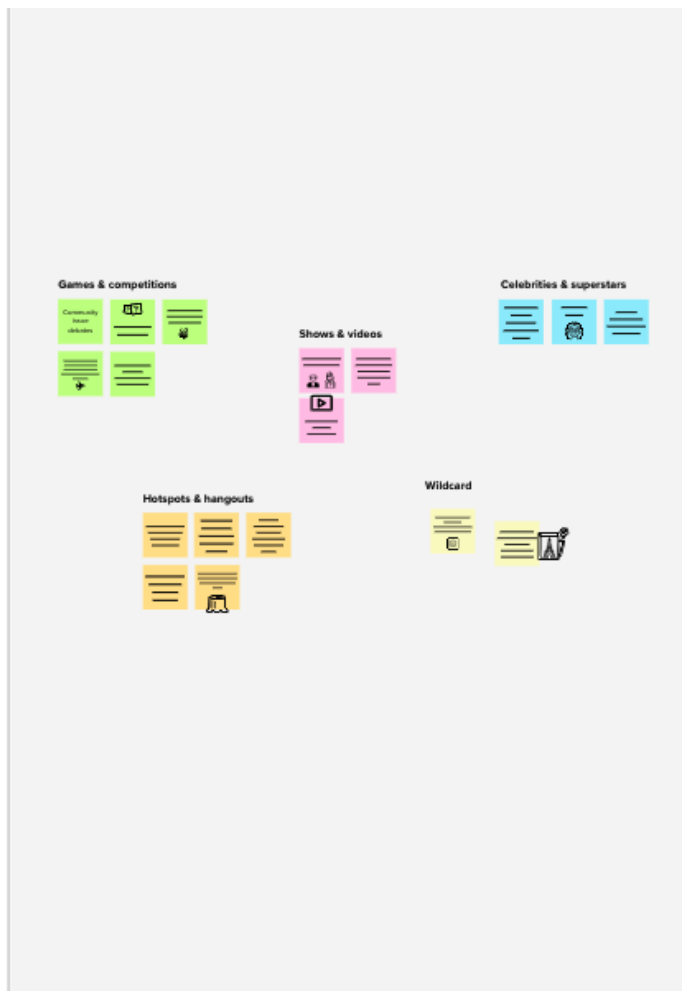
# Brainstorm & idea prioritization

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




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## Need some inspiration?

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

[Open example](#) 



# 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

A

## Team gathering

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

B

## Set the goal

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

C

## Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) 

1

## 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

### PROBLEM

We are going to analysing  
electricity consumption in  
india from 2nd Jan 2019 till  
5th Dec 2020



### 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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Using LED Lights	Install solar panels	Use power strips for multiple gadgets
unplug appliances when not in use		

Person 2

turn off lights	shutdown your computer when its not in use	recycle old electronic equipiment
Use your Refrigerator and oven efficiently		

Person 3

Use energy-efficient light bulbs	Switch of standby	Draught-proof windows and doors
Adjust your thermostat based on the temperature outside		

Person 4

Turning off machinery when not in use	Avoid the tumble dryer	Top up the insulation
Using quality wires with ISI symbol because of electricity lossing		

Person 5

Use a power strip to reduce your plug load	Eliminate vampire power:unplug idle electonics	Fill your dishwasher
Spend less time in the shower		

Person 6


Person 7


Person 8






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 can break it up into smaller sub-groups.

🕒 20 minutes

Using LED lights

Install solar panels

Recycle old electronic equipment

Use Energy efficient light bulbs

Draught-proof windows and doors

Use a power strip to reduce your plug load


Eliminate vampire power:unplug idle electronics

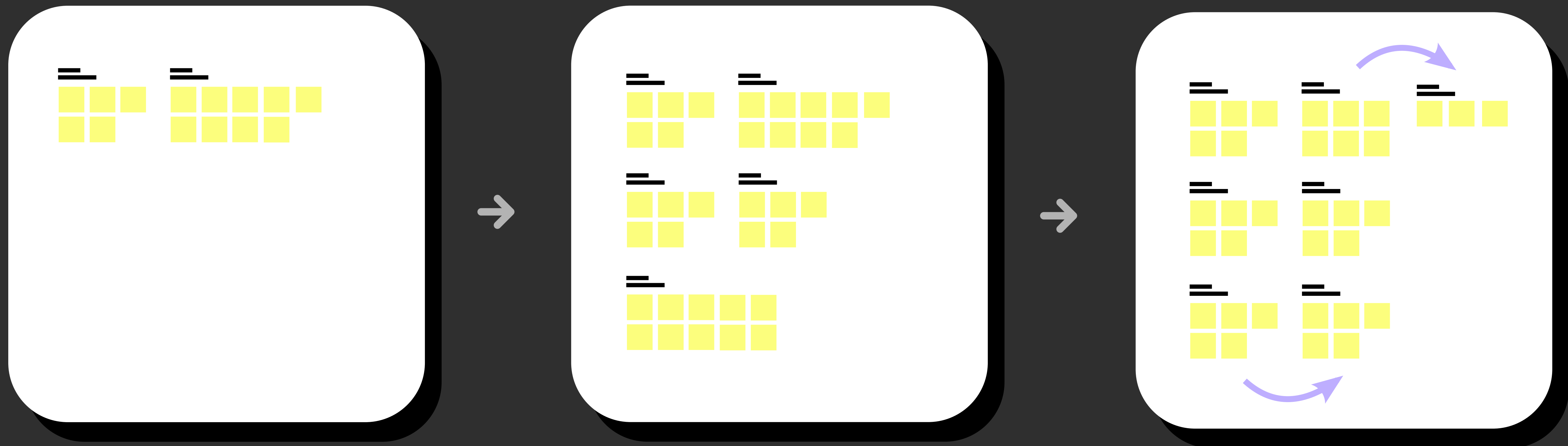
Turn off lights

unplug appliances when not in use

shutdown your computer when its not in use

TIP

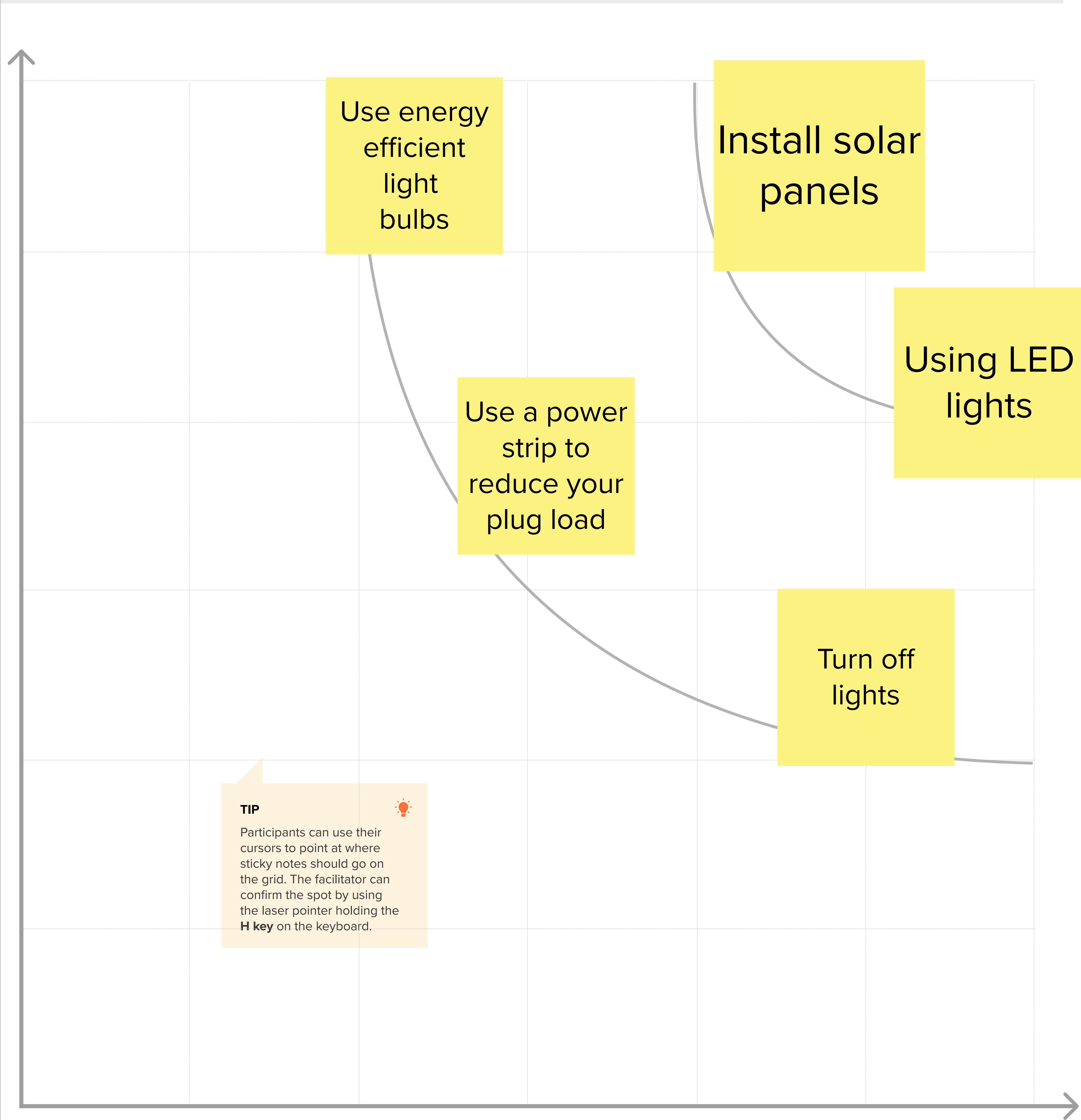
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Prioritize

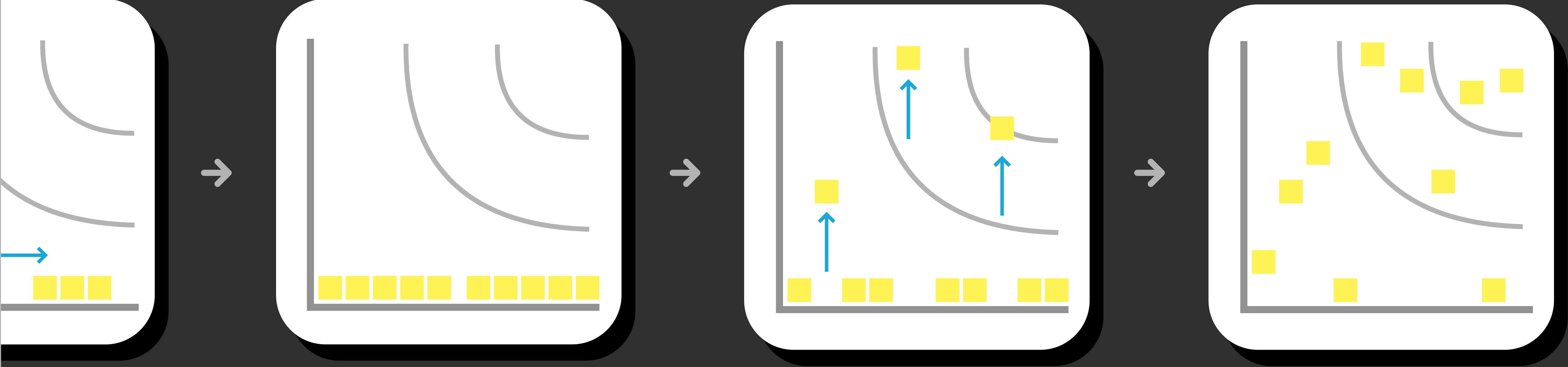
ould all be on the same page about what's important  
d. Place your ideas on this grid to determine which  
rtant and which are feasible.

e tags to sticky  
easier to find,  
, and  
tant ideas as  
ur mural.



Feasibility

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





## 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.

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### Quick add-ons

- A

**Share the mural**  
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B

**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.

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### 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 →](#)

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[Share template feedback](#)