



## Brainstorm and idea prioritization

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SDM

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1

## Before you collaborate

2. After the preparation goes a long way into this session. Here's what you need to be to get going.

15 minutes

2. Team onboarding

3. Introduction

4. Purpose

5. Welcome

6. Welcome

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60. Welcome

2

## Define your problem statement

What problem are you trying to solve? Frame your problem as a how-likely statement. This will be the focus of your brainstorm.

10 minutes

PROBLEM

Describe a real-world problem

3

## Key rules of brainstorming

Keep an open mind and avoid criticism

- 1. No criticism
- 2. No evaluation
- 3. No judgement
- 4. No criticism
- 5. No evaluation
- 6. No judgement
- 7. No criticism
- 8. No evaluation
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- 58. No criticism
- 59. No evaluation
- 60. No judgement

3

## Brainstorm

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

10 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Person 9

Person 10

Person 11

Person 12

Person 13

Person 14

Person 15

Person 16

Person 17

Person 18

Person 19

Person 20

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Person 89

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Person 92

Person 93

Person 94

Person 95

Person 96

Person 97

Person 98

Person 99

Person 100

TIP

Remember to write down all ideas that come to mind that address your problem statement.

4

## Group ideas

Now that you have all ideas written down, group them into clusters as you go. Once all ideas have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six ideas, try to break it up into smaller sub-groups.

20 minutes

TIP

Remember to write down all ideas that come to mind that address your problem statement.

5

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on the grid to determine what ideas are important and which are less so.

20 minutes

Importance

High

Medium

Low

Very Low

Very High

High

Medium

Low

Very Low

Very High

High

Medium

Low

Very Low

Very High

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Very Low

Very High

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Very Low

Very High



