

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



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.

① 10 minutes

Team gathering

Set the goal

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.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Open article →

productive session.



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.

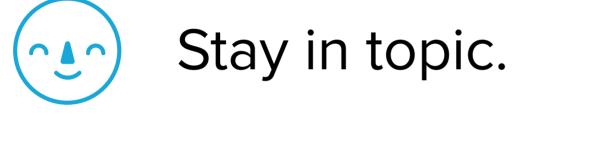
① 5 minutes

MOST SWEET -TASTING FOODS CONTAIN SUGAR



Key rules of brainstorming

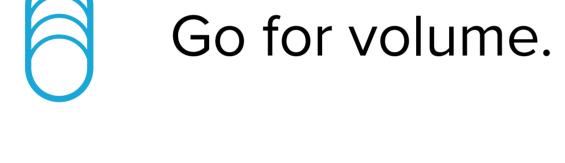
To run an smooth and productive session











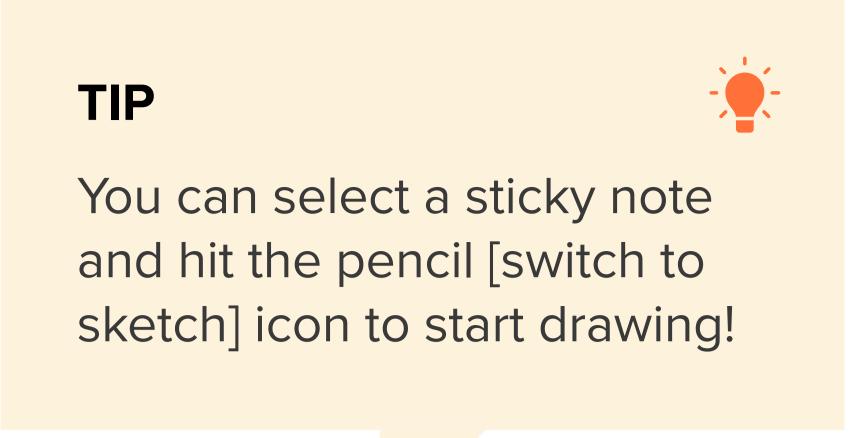




Brainstorm

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

① 10 minutes



Person 1

KINDNESS IS
LIKE SUGAR IT
MAKES LIFE
TASTE A LITTLE
SWEETER.

THE LONGING
FOR SWEETS IS
REALLY A
YEARNING FOR
LOVE OR
SWEETNESS.

Person 2

SWEET IS A BASIC
TASTE MOST
COMMONLY
PERCEIVED WHEN
EATING FOODS
RICH IN SUGAR

SWEET TASTING
SUBSTANCES WILL
USUALLY CONTAIN
CARBOHYDRATES
SUCH AS SUGAR

SWEET TASTES
ARE
GENERALLY
REGARDED AS
PLEASURABLE.

OUR BODIES
NEED ONE TYPE
OF SUGAR
CALLED
GLUCOSE, TO
SURVIVE

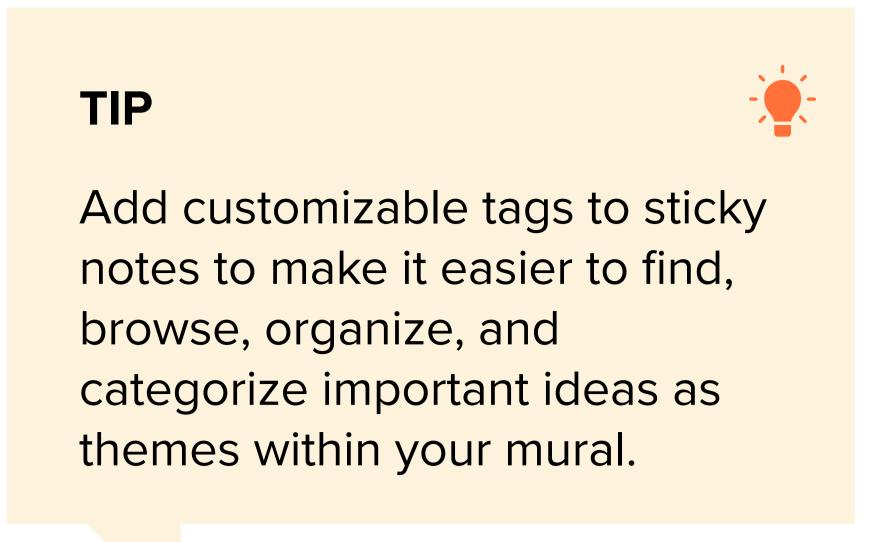




Group ideas

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.

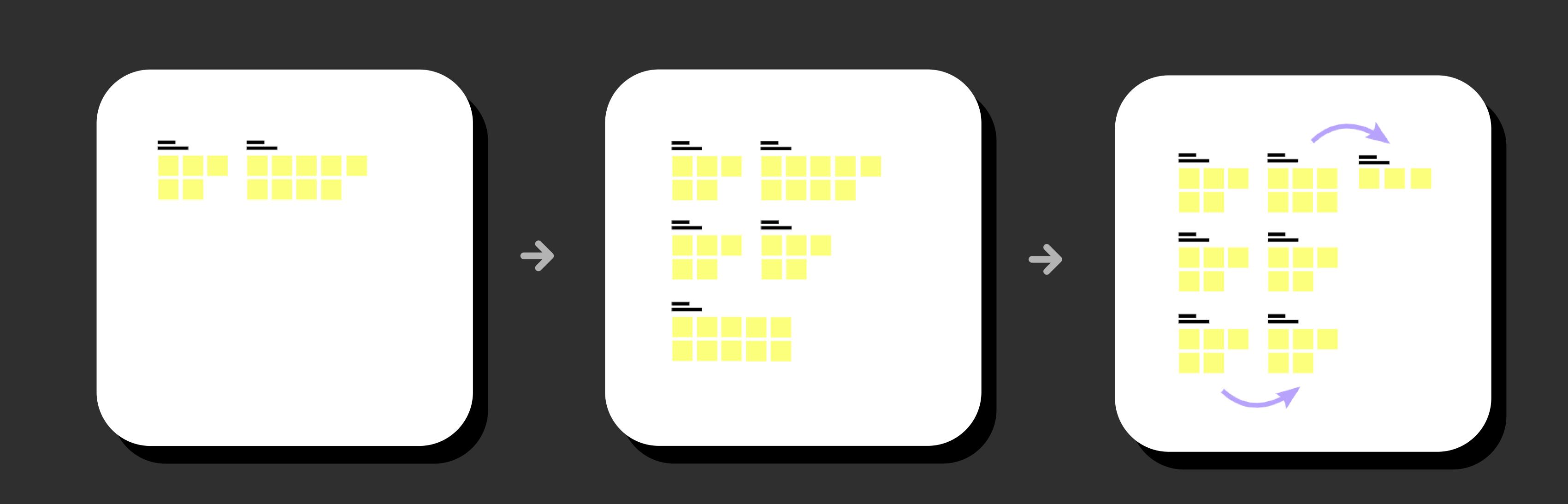
() 20 minutes



Mithai (sweets) are the confectionery and desserts of the Indian subcontinent. Thousands of dedicated shops in India, Bangladesh, Nepal, Pakistan and Sri Lanka sell nothing but sweets.

Sugarcane has been grown in the Indian subcontinent for thousands of years, and the art of refining sugar was invented there 8000 years ago (6000 BCE) by the Indus Valley civilisation. The English word "sugar" comes from a Sanskrit word sharkara for refined sugar, while the word "candy" comes from Sanskrit word khaanda for the unrefined sugar – one of the simplest raw forms of sweet. Over its long history, cuisines of the Indian subcontinent developed a diverse array of sweets. Some claim there is no other region in the world where sweets are so varied, so numerous, or so invested with meaning as the Indian subcontinent.

In the diverse languages of the Indian subcontinent, sweets are called by numerous names, a common name being mithai. They include sugar, and a vast array of ingredients such as different flours, milk, milk solids, fermented foods, root vegetables, raw and roasted seeds, seasonal fruits, fruit pastes and dry fruits. Some sweets such as kheer and barfi are cooked, varieties like Mysore pak are roasted, some like jalebi are fried, others like kulfi are frozen, while still others involve a creative combination of preparation techniques. The composition and recipes of the sweets and other ingredients vary by region. Mithai are sometimes served with a meal, and often included as a form of greeting, celebration, religious offering, gift giving, parties, and hospitality in the Indian subcontinent.





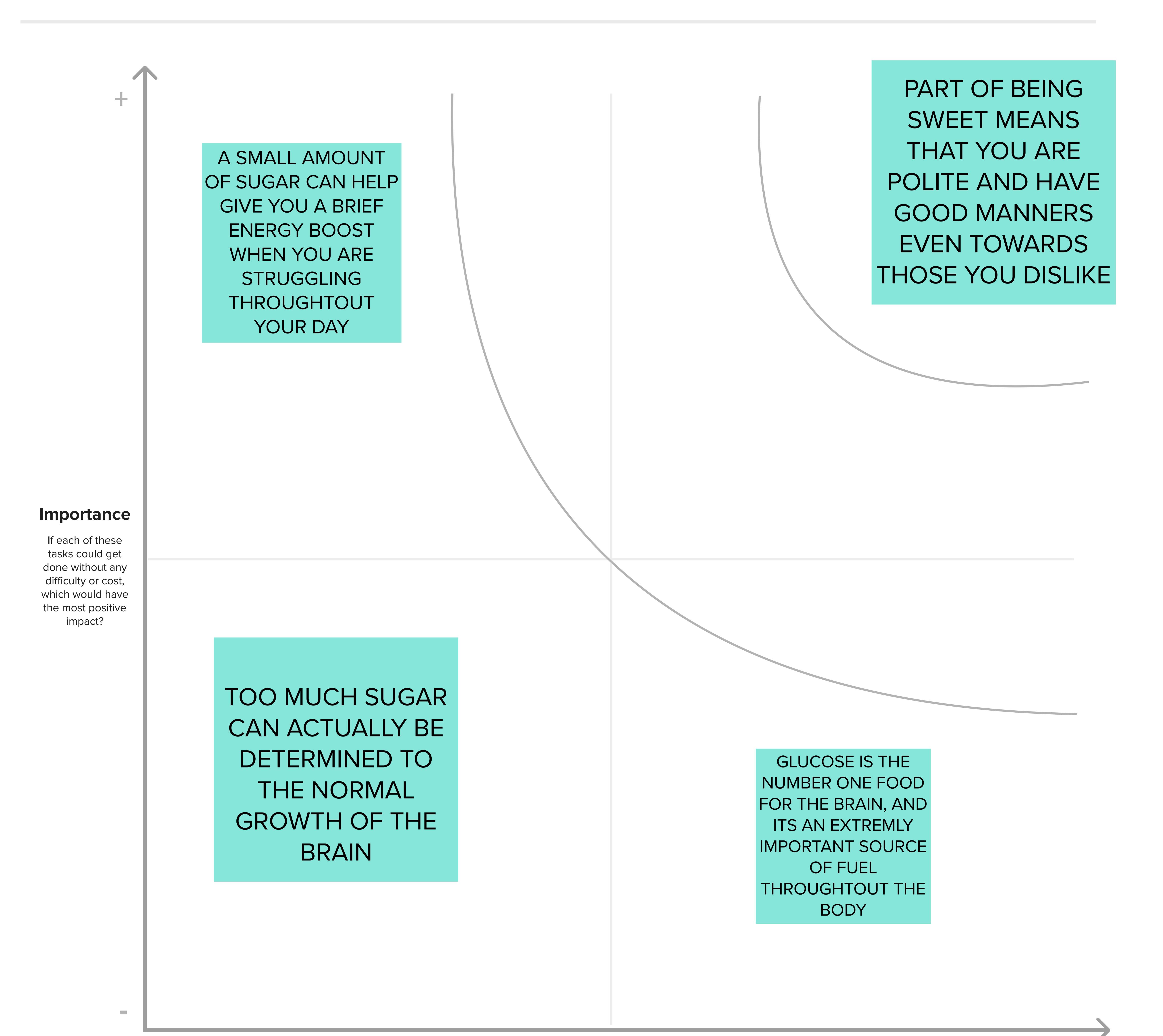
Prioritize

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.

① 20 minutes

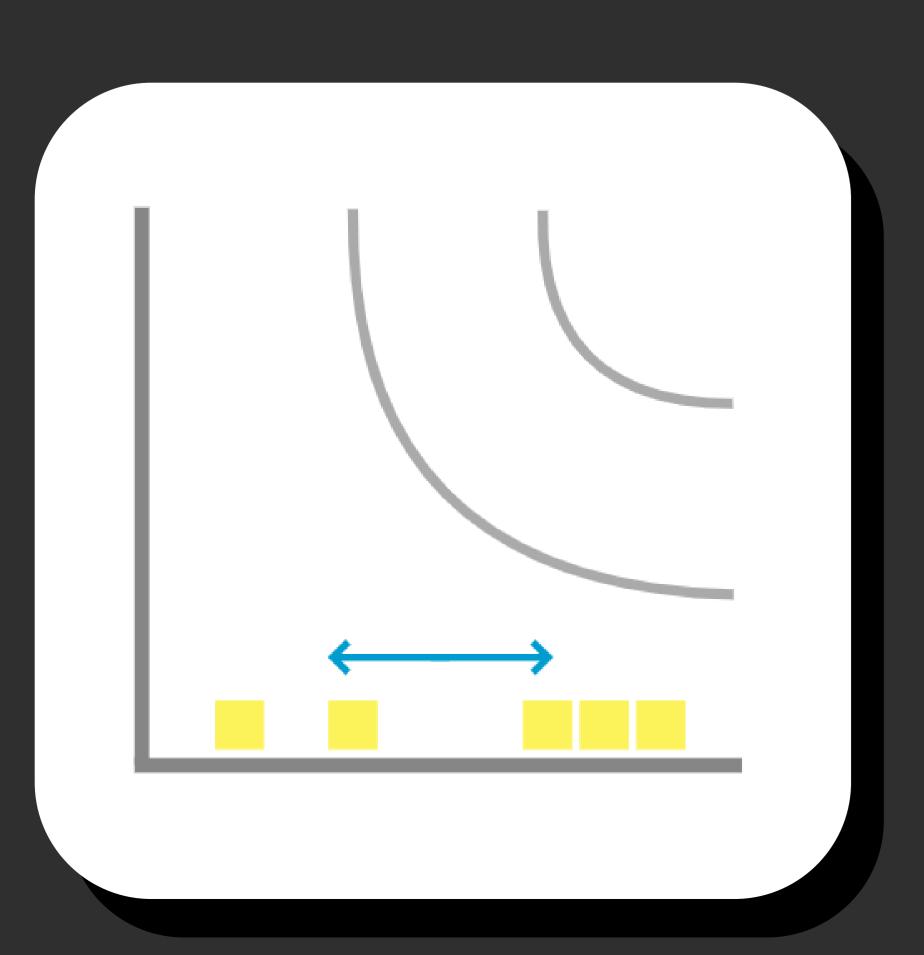
TIP

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.

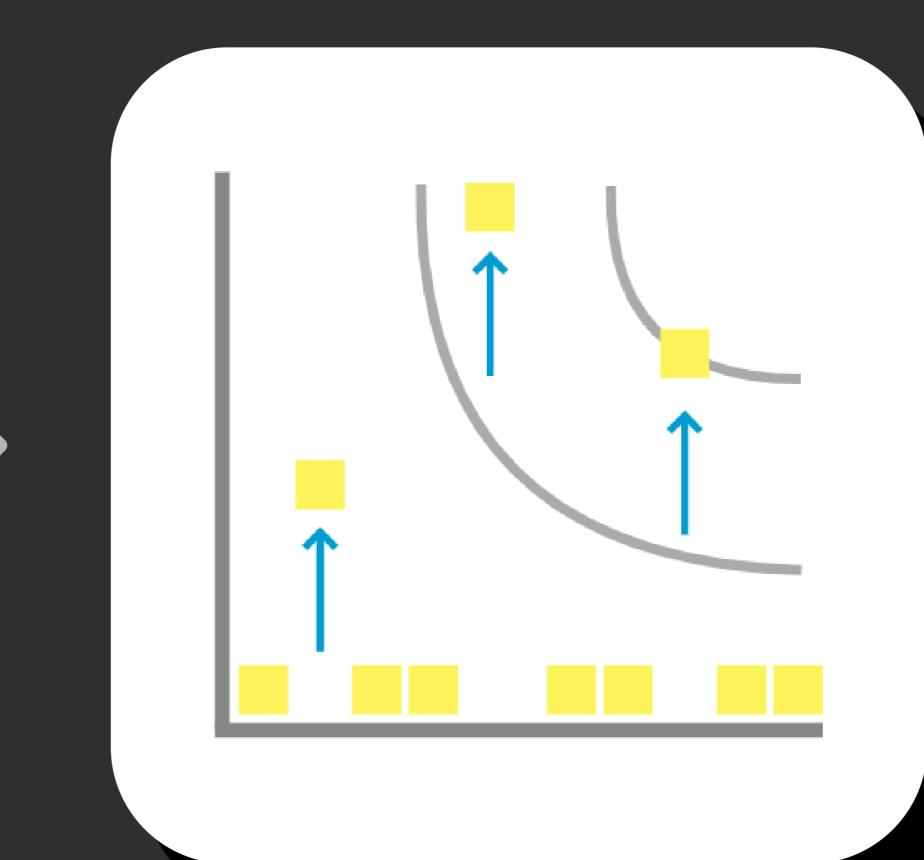


Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Feasibility











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 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