



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

- 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 Facilitation Superpowers to run a happy and productive session.
- Open article →



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

Soul Creators is a biomedical instrument innovation company that seeks to provide affordable solutions to the healthcare industry. However, the company faces a number of challenges in generating and prioritizing new ideas for innovation

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- 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

S.Barath Kumar (Team Leader)

- Portable and affordable devices for early detection and diagnosis of diseases
- Low-cost and accessible devices for monitoring patients' health

T.Sugumaran

- Devices that make it easier for people to manage their own health
- Devices that improve the quality of life for people with disabilities

A.Cyril Raj

- Devices that make healthcare more affordable and accessible in developing countries
- Technical feasibility: Can the device be developed and manufactured at an affordable cost?

D.Boopathi

- A device that helps people with mobility impairments walk more easily and safely
- A wearable device that tracks medication adherence and provides reminders for patients to take their medications

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



Group ideas

20 minutes

- Develop new biomedical instruments that are more affordable and accessible to people in developing countries.** This could involve using less expensive materials, simplifying the design, or finding ways to manufacture the instruments more efficiently.
- Create open-source biomedical instruments that can be customized by users.** This would allow people to tailor the instruments to their specific needs and budget.
- Partner with other organizations to develop and distribute affordable biomedical instruments.** This could include working with non-profit organizations, government agencies, or other businesses.
- Use crowdfunding to raise money for the development and production of affordable biomedical instruments.** This would allow Soul Creators to get feedback from potential users early on and ensure that the instruments are meeting their needs.
- Explore new ways to market and sell affordable biomedical instruments.** This could involve working with online retailers, developing new distribution channels, or offering financing options to customers.

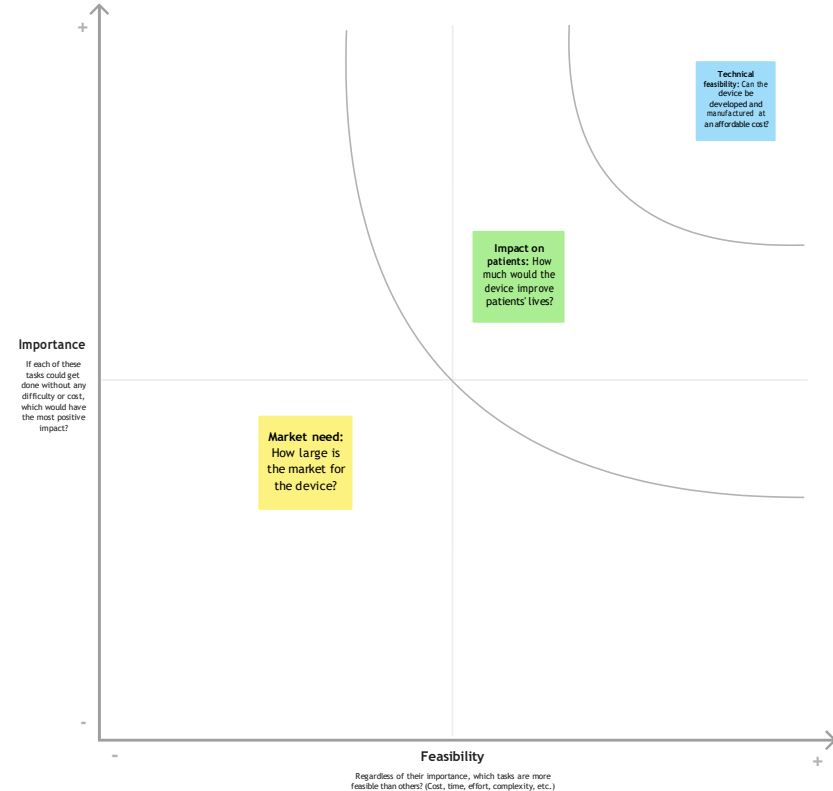
TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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 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.



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



Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →

