

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

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



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. Invite. Share relevant information or pre-work ahead of time. To run a smooth and productive session.

B Set the goal

Stay in topic. Encourage wild ideas. Think about the problem you'll be focusing on solving in the brainstorming session. Defer judgment. Listen to others.

C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session. If possible, be visual.

Open article

2

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!

Mathish 1

The hardest part of brainstorming is getting started. Once you start, it's easy to keep going.

All kinds of ideas are welcome. The more, the better.

Vinothkumar 2

We've all encountered problems in our work. Let's brainstorm some solutions.

After all, we're here to solve problems. Let's brainstorm some solutions.

Bhusha3

Brainstorming is a great way to generate ideas. It's a process of generating ideas by brainstorming.

Brainstorming is a process of generating ideas by brainstorming.

Harishpendi 4

Brainstorming is a process of generating ideas by brainstorming.

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3

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

TIP

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

Developing a problem statement that provides a brief description an issue you want to solve is important.

Einstein was probably exaggerating to make a point.

As humans, we're wired to jump past the problem and go directly to the solution stage

That where problem statement come in handy they help to meaningfully

4

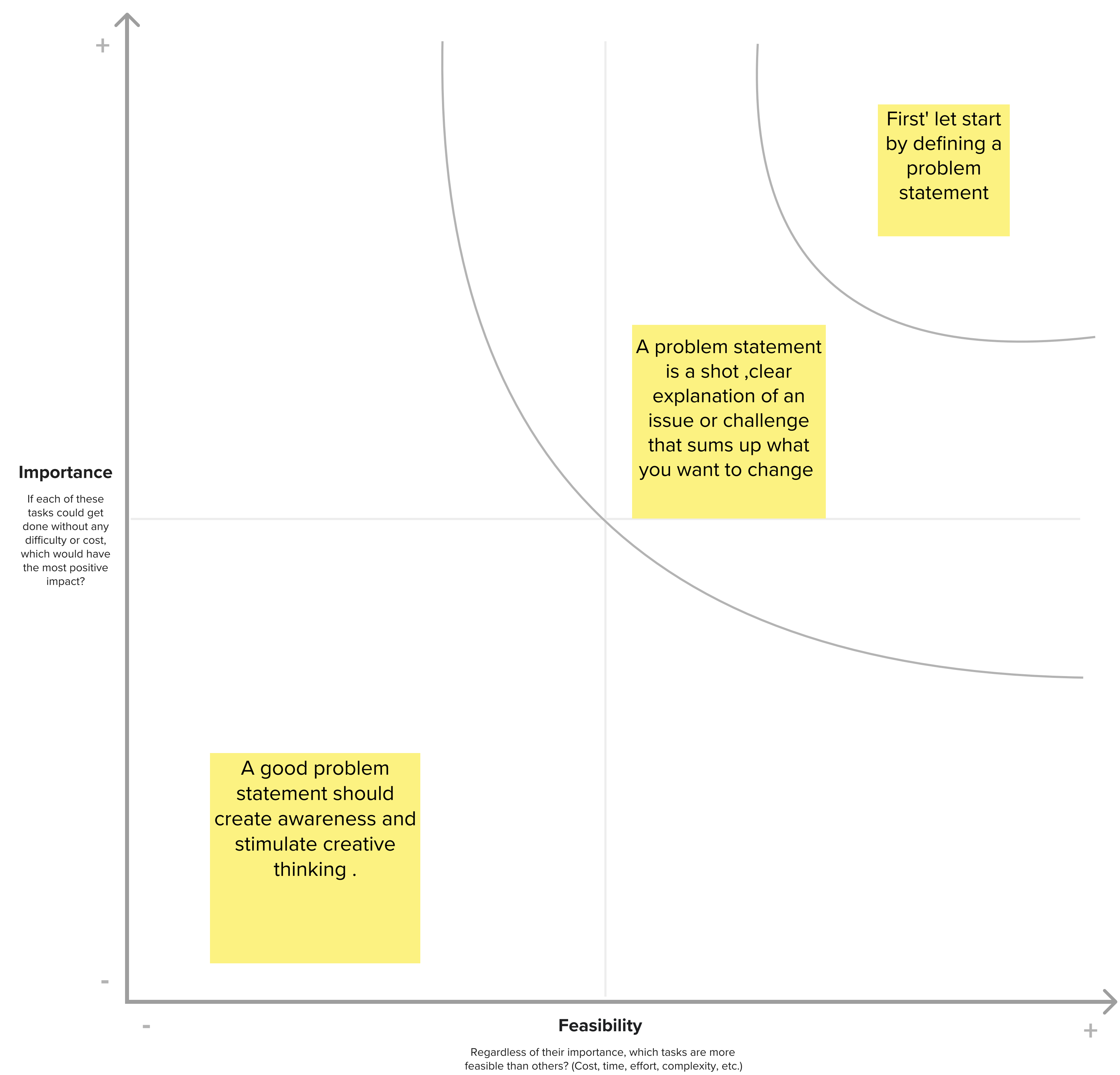
Prioritize

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](#)

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