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 filled-out version of this template to kickstart your work.

Open example →

1 Define your problem statement

Estimating business expenses, carefreelended which challenge

5 minutes

PROBLEM

Lack of clarity about your financial situation (right now past financial records no help in this new example chosen)

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.

2 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
Jayanet

Set the goal
Estimation of business expenses

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

3 Brainstorm

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

10 minutes

TIP
You can cancel a sticky note and the panel pulled for collaboration in real-time.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

4 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

TIP
Add customizable tags to sticky notes to make it easier to find, discuss, and agree on categories. Important ideas can be voted with "gold votes".

Lack of clarity about our financial situation

Recognizing social and spatial, in which we live and work, as a foundation of categorizing

Increasing or decreasing number of business expenses or adding new ones

5 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 own cursors to jump to different areas seeing ideas allocated go on in real-time. Facilitators can decide to specifically record the exact grabber holding the sticky or the highest.

Organize categories categories separate business and marketing operations for better organizations

Internal businesses and financial records separated from personal with digitization

Create a standardized application of business expenses (receipts flow)

Importance

Impact of these tasks could get us closer to our goal, delivering value, improving our product, thus more positive impact

Feasibility

Regardless of their importance, which tasks are more feasible (from school (time) 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.

Quick add-ons

1. **Share the mural**
   Share a clear link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **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 this template →
- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open this template →