**[Brainstorm] Initiative ideas**

*Create a long list of ideas that the team can consider, prioritize, test, and potentially implement to solve the client’s problem. Provide a name and brief description (1 sentence) for each idea. Think creatively and try to ignore constraints. Rate each idea on amount of impact you expect from each initiative (high / medium / low), and how easy you think it would be to implement (high / medium / low) - this does not need to be scientific at this stage, just use your gut.*

**Client:** [CLIENT NAME HERE]

**Problem statement:** [PROBLEM STATEMENT HERE]

| **#** | **Name** | **Description** | **Impact** | **Ease** |
| --- | --- | --- | --- | --- |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
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| 12. |  |  |  |  |
| 13. |  |  |  |  |
| 14. |  |  |  |  |
| 15. |  |  |  |  |
| … |  |  |  |  |

**What other KPMG service offerings might the client benefit from?**

| **#** | **Service offering** | **Brief rationale** |
| --- | --- | --- |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |