

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
- 👤 2-5 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 a invite. Share relevant information or pre-work sheet.
 - 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.

Ensure that all relevant departments and team members participate in the brainstorming session to provide comprehensive input.



2
Brainstorm

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

10 minutes

The diagram illustrates the four participants and their associated scales. Each participant's name is followed by a box containing three scales: Perceptual, Affective, and Cognitive. Below each participant's name is a set of three empty boxes for recording scores.

Participant	Perceptual Scale	Affective Scale	Cognitive Scale
DHARSHA J	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.
ISWARYA S I	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.
DIHANYA M S	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.
SHANIKA R	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.	1. I am able to understand the concept of the problem.

Person 5 Person 6 Person 7 Person 8

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 center-of-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 customized links to sticky notes to make it easier to find, discuss, organize, and

Emergency Planning: You and your spouse should agree upon how much to contribute to an emergency fund or insurance to cover unexpected or variable expenses. It also ensures that your budget has flexibility.

Group brainstorming can be an effective way to estimate business expenses because it leverages the collective wisdom of your team. It's essential to create an open and collaborative environment where team members feel comfortable sharing their ideas and rationale.

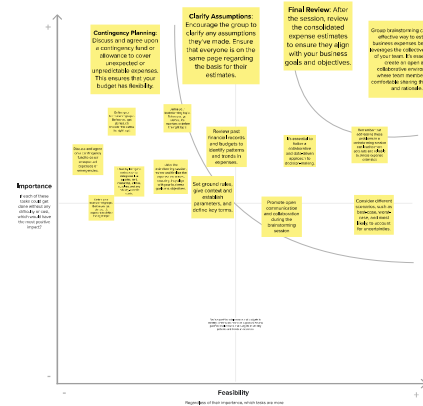
Clarify Assumptions: Encourage the group to clarify any assumptions they've made. Ensure that everyone is on the same page regarding the basis for their estimates.

Final Review: After the session, review the consolidated expense estimates to ensure they align with your business goals and objectives.

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



➔ **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 view 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, reports, websites, or your team's intranet.

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 complete feedback

Need some inspiration?
See a finished version of this worksheet to increase your work.

[Open example](#) 

