

# 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 finished version of this template to kickstart your work.

Open example



# 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.

① 10 minutes

## Team gathering

Set the goal

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

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

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productive session.



# 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.

#### ① 5 minutes

#### **PROBLEM**

To efficiently manage their client billing and invoicing and their financial process and provides insights into their profitability.



## Key rules of brainstorming

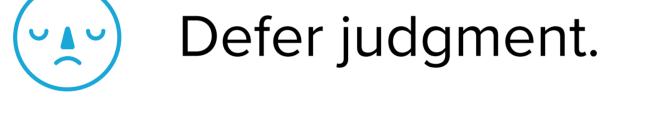
To run an smooth and productive session





Encourage wild ideas.

If possible, be visual.





Listen to others.



Go for volume.

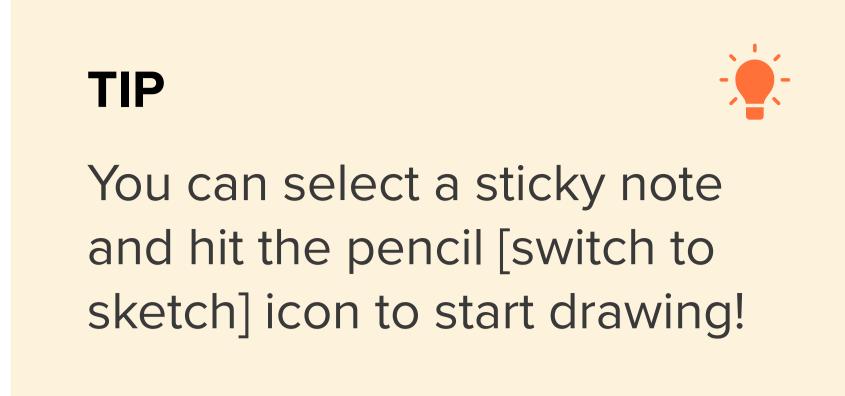




# Brainstorm

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

① 10 minutes



#### Person 1

Making Attractive advertisement. services

## Person 2

Reduce To communicative with customers genuinely.

## Person 3

The billing details maintained separately.

#### Person 4

Software warranty is provided for 2 years.





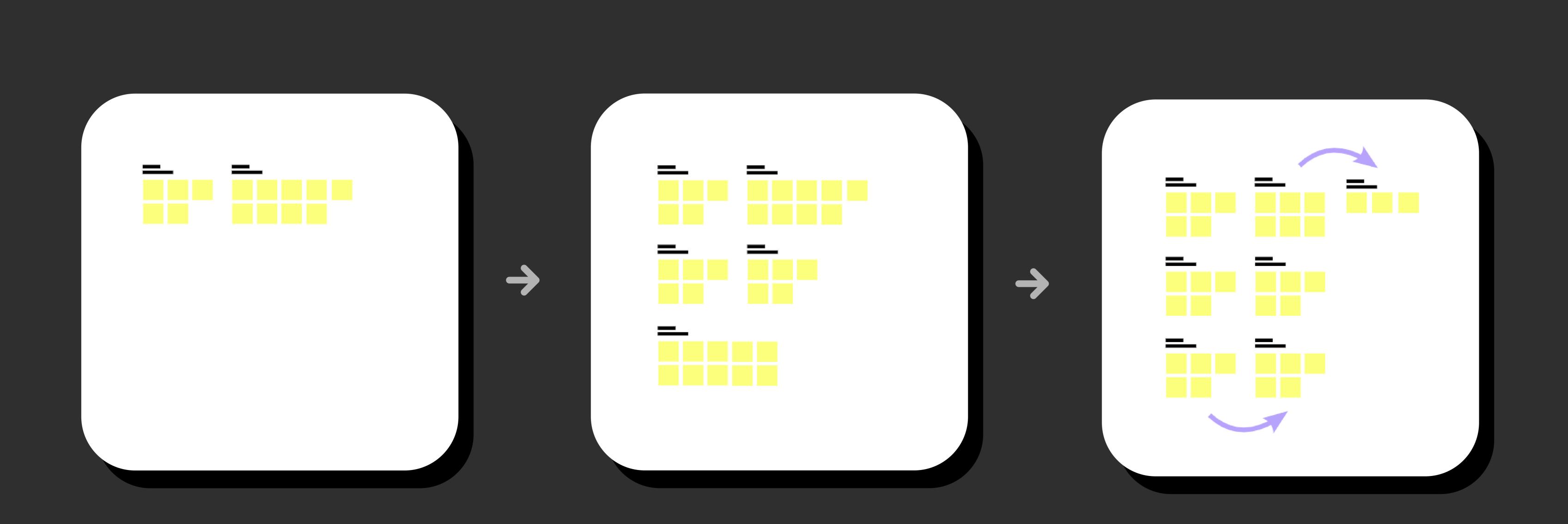
# Group ideas

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.

(i) 20 minutes

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

- 1. Monitor and maintain the accurate data entry.
- 2.Address and trobleshoot the new technical issues.
  - 3.Including setting up accounts, invoices, expences, and payment gateways.
    - 4. Provide different types of software with efficiency.
    - 5.Easy to intract the clients.
  - 6. Maintain the details of both the employees and clients.





## Prioritize

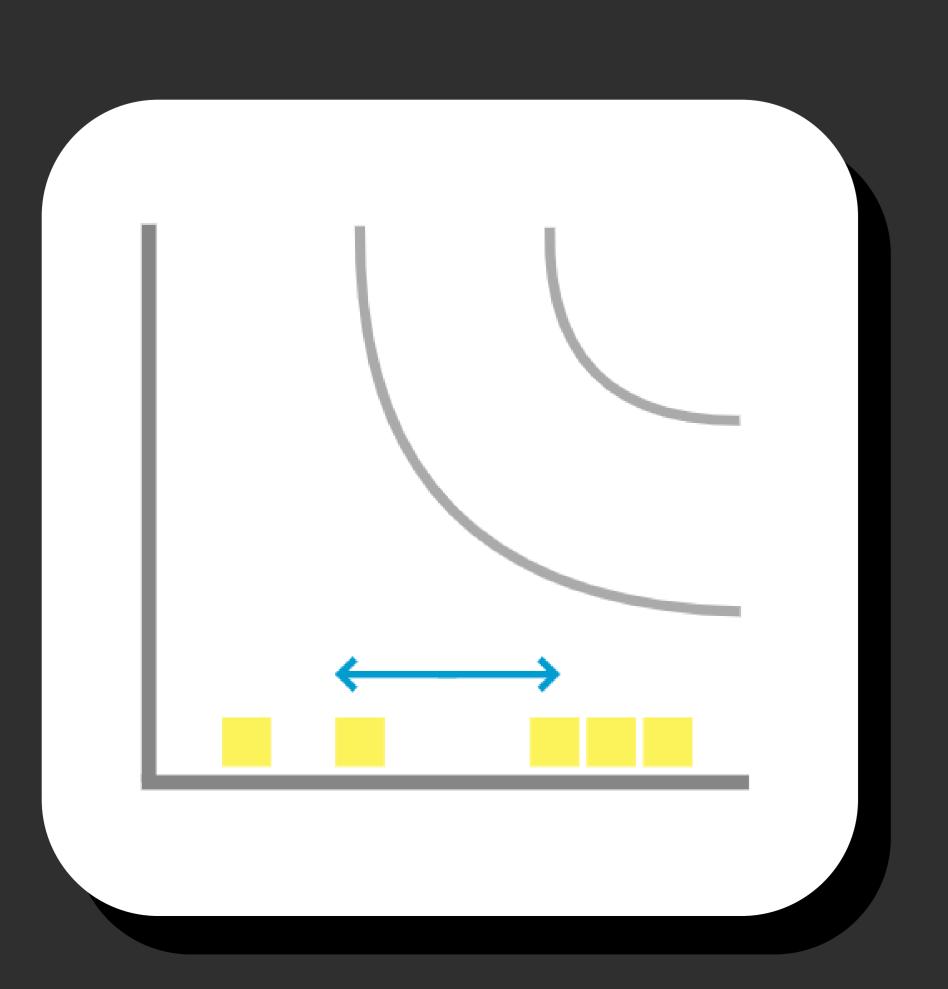
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes

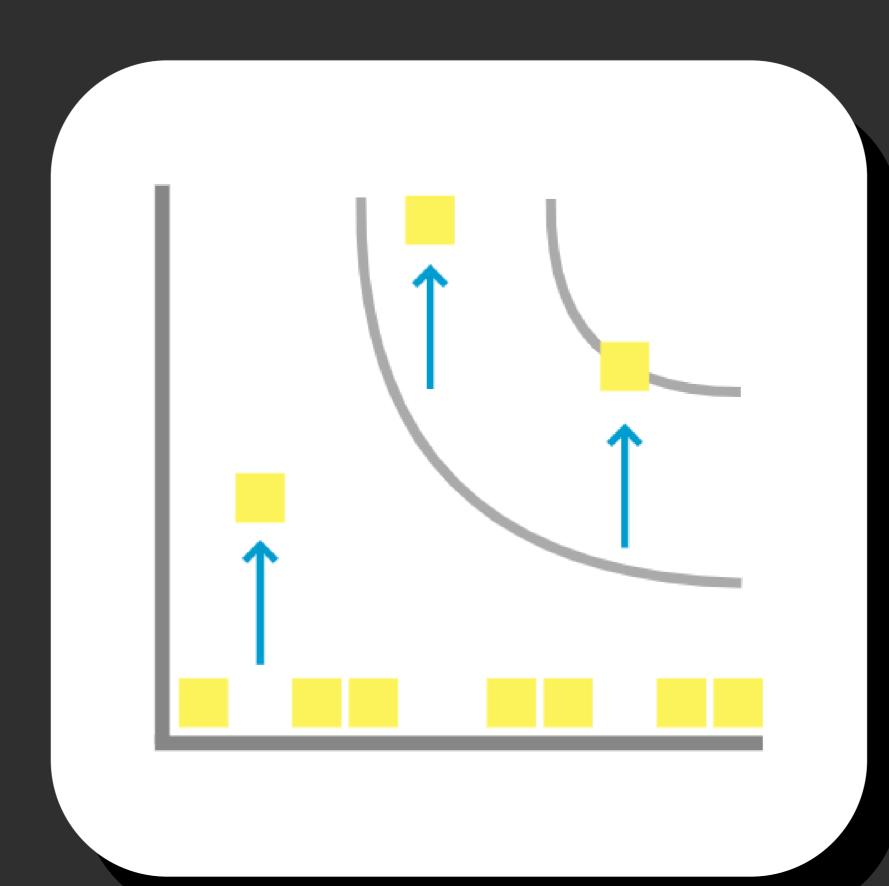
#### TIP

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.

The billing Making good details Attractive advertisement. maintained services separately. To Importance 1.Monitor and maintain the accurate communicative If each of these data entry. tasks could get with customers done without any 2.Address and trobleshoot the new difficulty or cost, genuinely. which would have technical issues. the most positive impact? 3.Including setting up accounts, invoices, expences, and payment gateways. 4.Provide different types of Reduce software with efficiency. customers 5.Easy to intract the clients. waiting time. 6. Maintain the details of both the employees and clients. Software warranty is provided for 2 years. Feasibility







Regardless of their importance, which tasks are more

feasible than others? (Cost, 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

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.

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