

Brainstorm

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

① 10 minutes

to the popularity of top channels (e.g., content, personality,

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

milestones

tech, etc.)

YouTube's

Person 3

algorithm and software used

Person 2

Strategies for Content formats and

engaging with the audience resonate with audiences

collaboration among top channels

trends in YouTube content

Emerging Channels that Predictions for are rapidly

Person 4

the future of YouTube and creation

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.

① 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.

the entertainment industry and its traditional media.

subscriber

How YouTube channels can be leveraged for education and advocacy.

Challenges and obstacles faced by content creators.

considerations in content creation, such as online



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

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.

