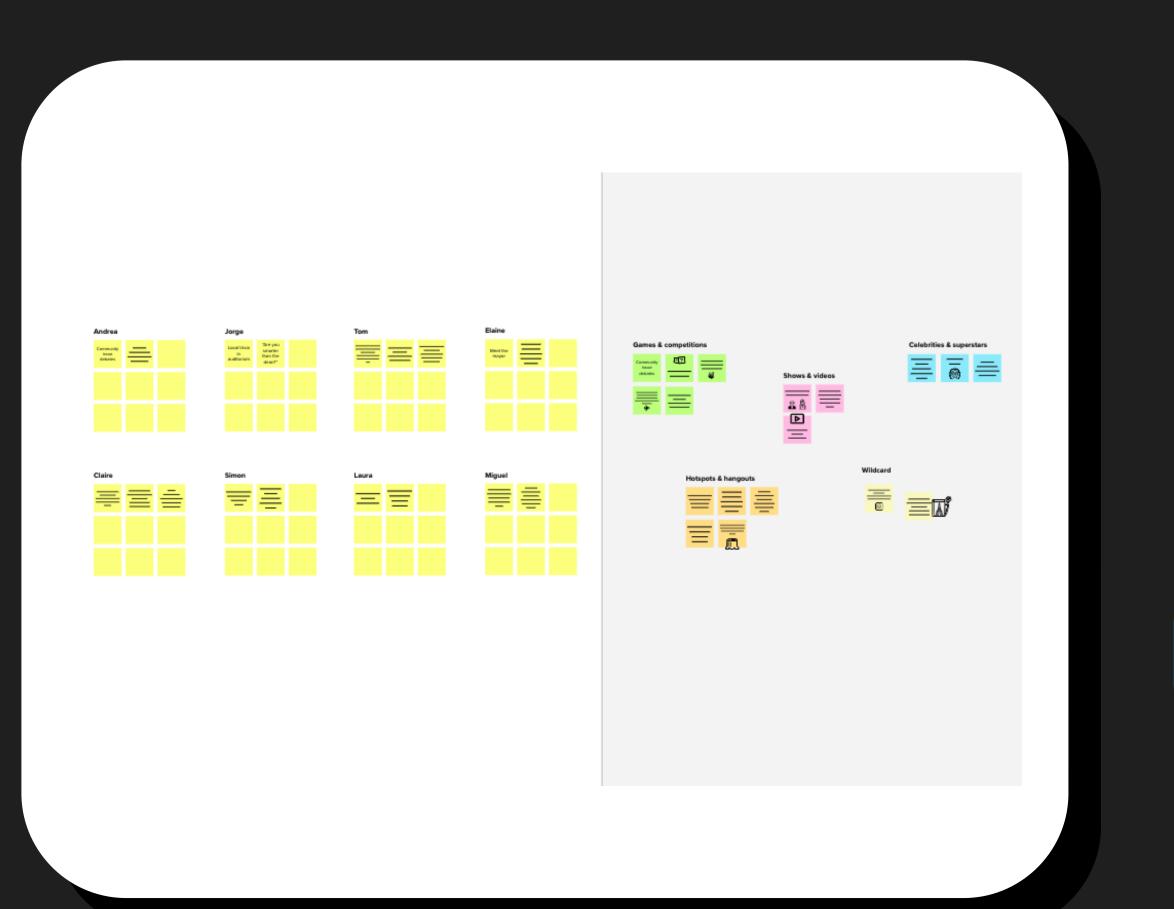


Brainstorm & idea prioritization

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.

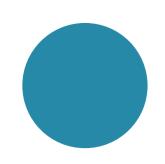
- 10 minutes to prepare
- 1 hour to collaborate
- **2-8 people** recommended



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

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

Set the goal Think about the r

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.

① 5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.



Go for volume.



If possible, be visual.



Brainstorm

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

① 10 minutes

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

kaveri

Visualize
country-wise
Economic
Freedom scores
using a world
map.

Create a story in Tableau showing economic patterns globally.

Compare scores
across the 4 main
pillars: Rule of Law,
Government Size,
Regulatory
Efficiency, Open
Markets.

Use radar/
spider charts
for singlecountry pillar
comparisons

Harini

Compare developed vs developing countries.

Add filters to select region, country, or year.

Analyze
correlation
between
economic
freedom and
GDP per capita.

john

Highlight top
10 and
bottom 10
countries in
overall score.

Show regional performance comparison (e.g., Asia vs Africa).

Track a country's change in freedom scores over time.

sanjana

Use tooltips to show details like country rank, income level, and improvement from last year.

Create a
dashboard with
multiple visual
components:
map, bar chart,
trendline, radar.

Build an
HTML page
to embed
Tableau story.

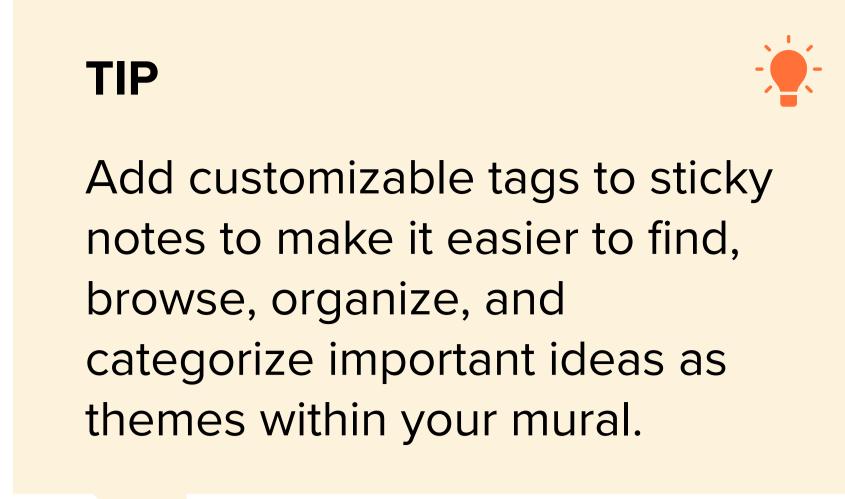




Group ideas

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



kaveri

1. Visualization: World map visualization of scores Radar chart for pillar

comparison

- Bar charts for rankings • Region vs region comparisons
- Story view in Tableau Dashboard

Harini

Economic freedom vs GDP per capita Compare developed vs developing

Top vs bottom ranking trends Historical trends analysis

3.Interactivity: •Country/

year filters

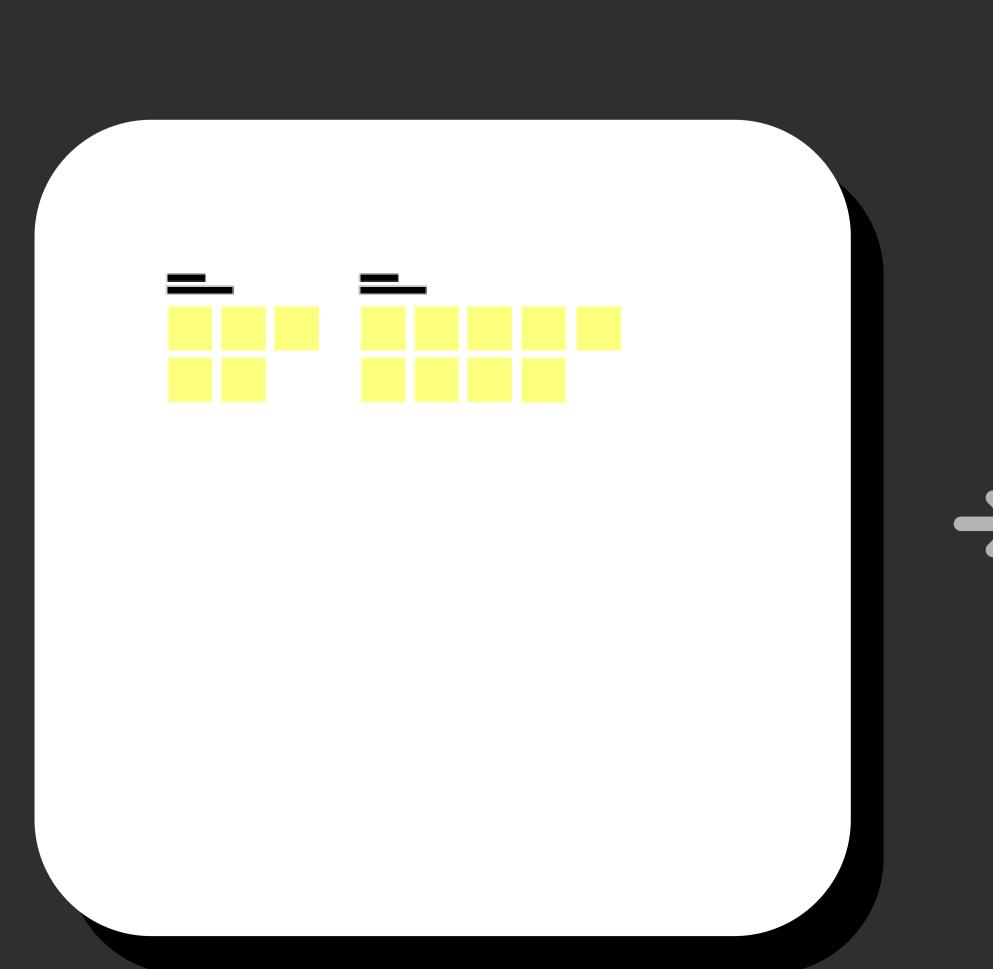
john

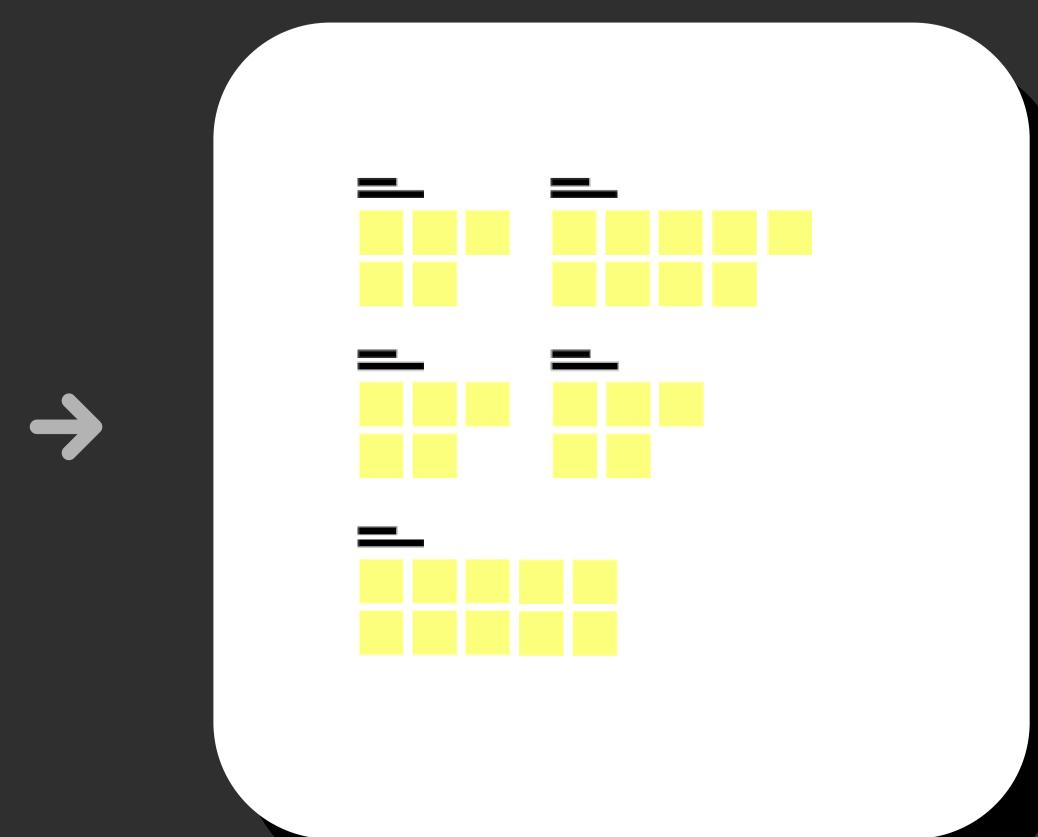
Tooltips on hover Region selector

sanjana

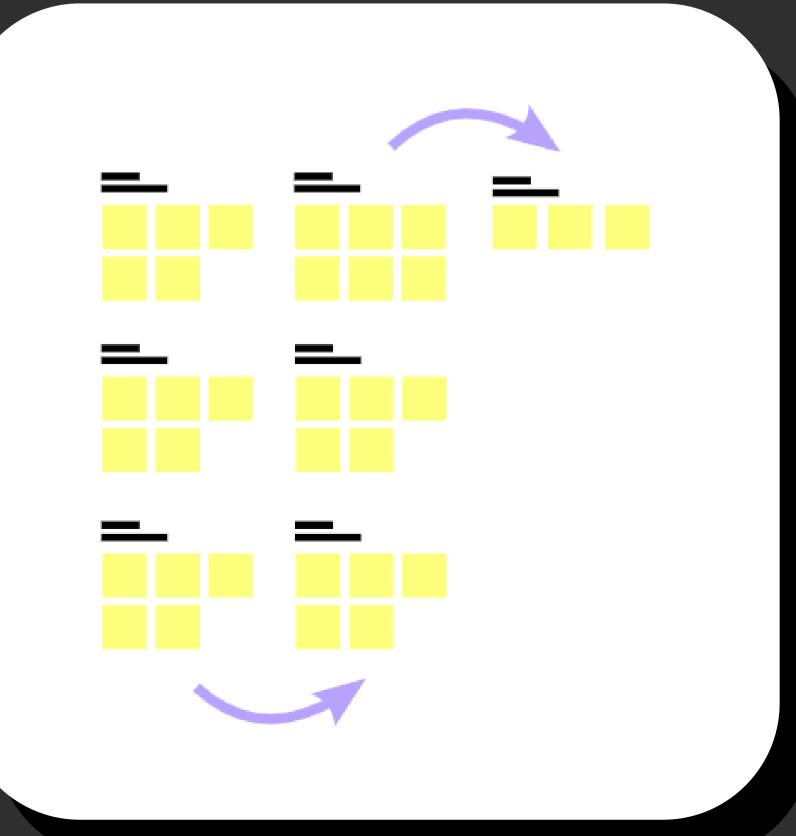
- 4. Data & Integration: Clean and format dataset
- Build Tableau dashboards Embed in webpage

- design











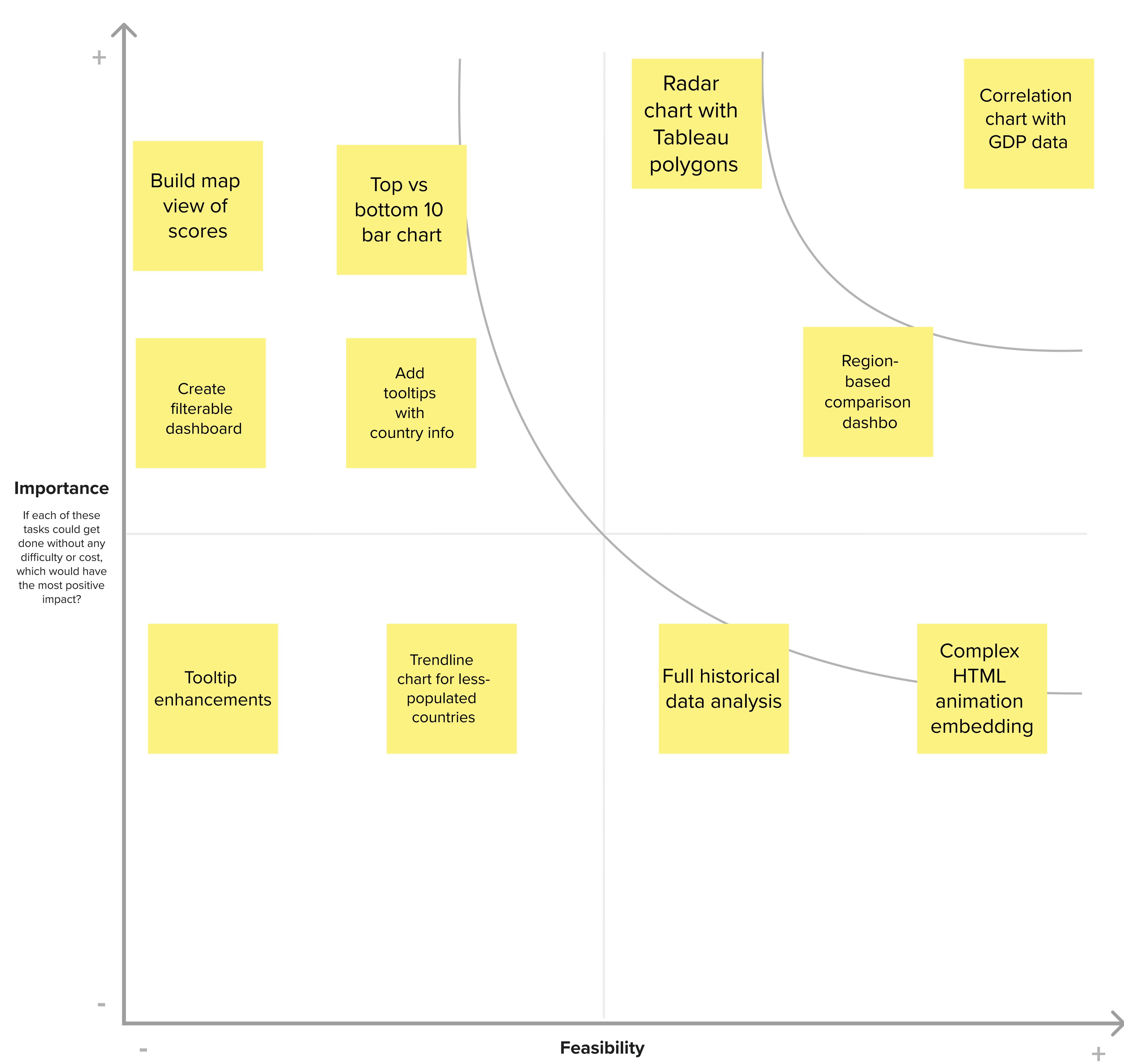
Prioritize

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.

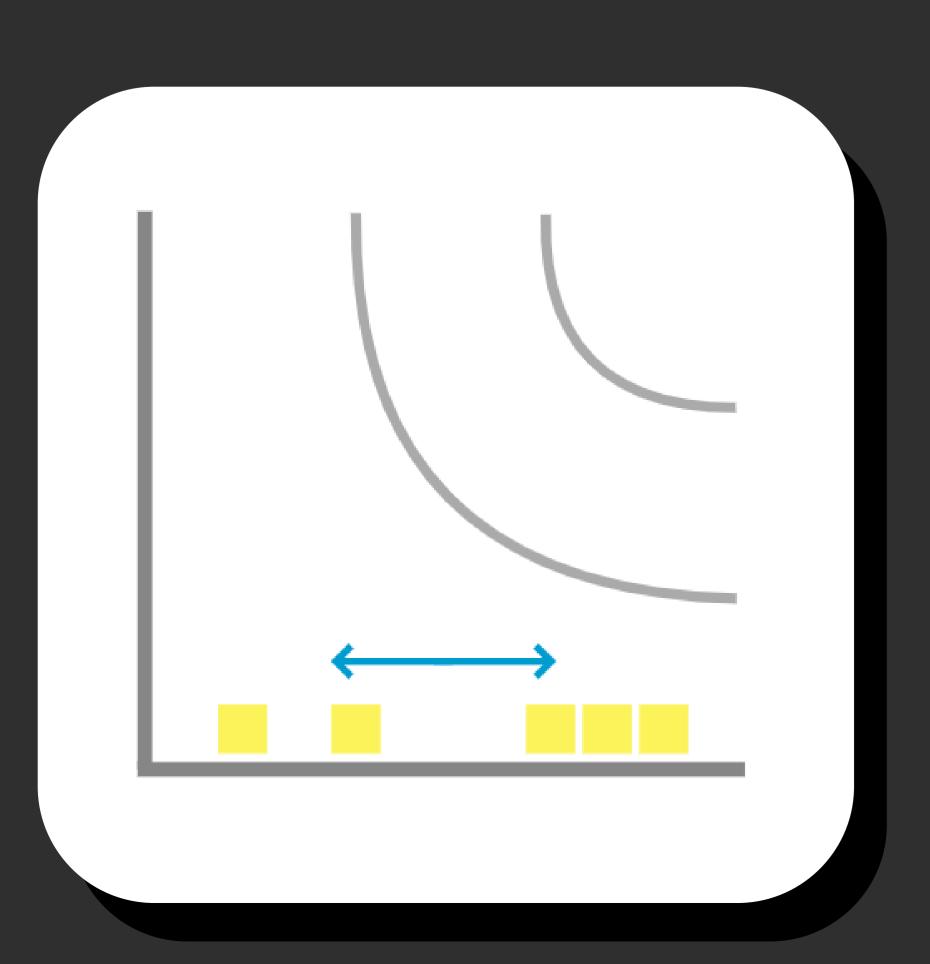
① 20 minutes

TIP

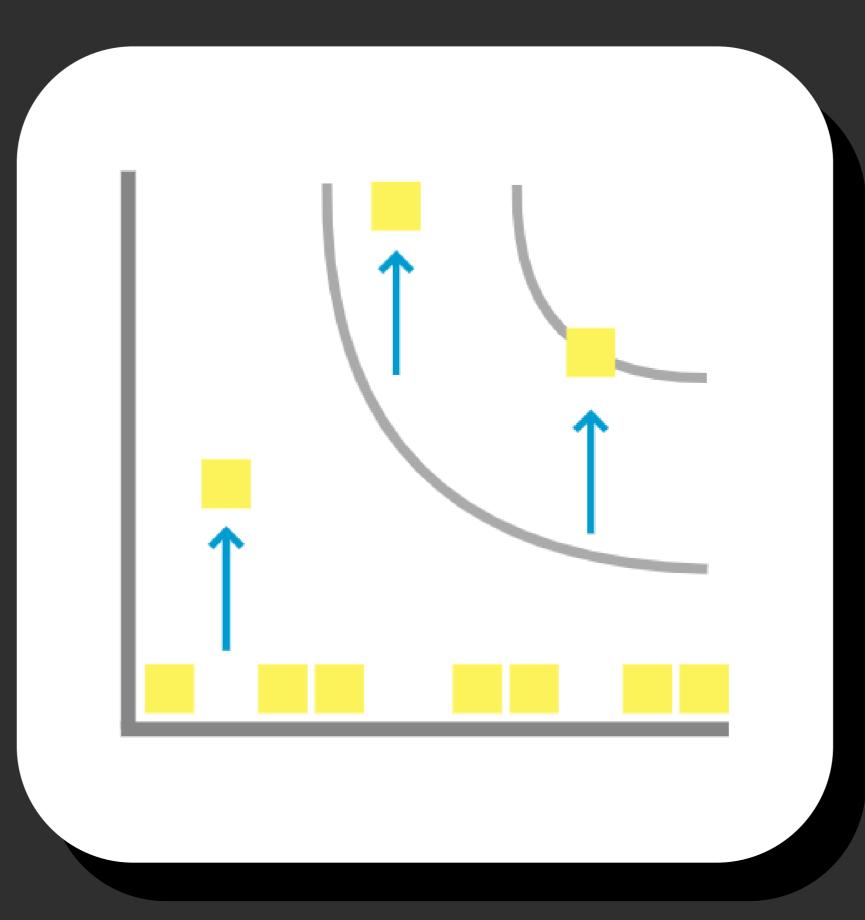
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.



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.

В

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.

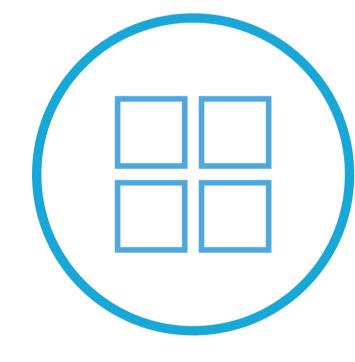
Open the template →



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.

Open the template →