

1 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.

5 minutes

How Might We statements are a great way to frame a problem in a way that is open-ended and encourages creative thinking. They are often used in design thinking and innovation processes to help teams define a clear, concise, and actionable problem statement.



Key rules of brainstorming
To run an efficient and productive session:

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Let others go first
- Go for quantity
- Build on the ideas of others

2 Brainstorm

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

10 minutes

Tip
You can create a sticky note even in the quiet corner of your brain to keep it from slipping away.

Person 1	Person 2	Person 3	Person 4

3 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-for 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

Creating a machine learning model that predicts student success based on a set of features such as grades, extracurricular activities, and demographics.

Implementing a chatbot that can answer frequently asked questions from students, providing a more efficient and personalized support system.

Using machine learning to analyze student data, identifying which graduates have gone on to achieve success in their careers, and using that data to inform admissions decisions.