



## Brainstorm & idea prioritiz

Use this template in your own brainstorming sessions so you can unleash their imagination start shaping concepts even if not sitting in the same room.

⌚ 10 minutes to prepare  
👥 1 hour to collaborate  
👤 2-8 people recommended

### 1 Brainstorm

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

⌚ 10 minutes



💡 You can attach a sticky note to the wall or use the sticky notes to stick to the wall.

### 2 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 can break it up into smaller sub-groups.

⌚ 30 minutes



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### 3 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.

⌚ 30 minutes



### 4 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

- ☐ **Show the mural**  
Share a thumbnail 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 PDF or PNG to attach to emails, include in slides, or save to your drive.

Keep moving forward

- ☐ **Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open this template](#)
- ☐ **Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open this template](#)
- ☐ **Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open this template](#)

☐ **Show progress feedback**





### Says

What have we heard them say?  
What can we imagine them saying?



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

SELL  
PRODUCTS OR  
MERCHANDISE

LET YOUR  
AUDIENCE  
SUPPORT YOU  
THROUGH FAN  
FUNDING

CHOOSE A  
CHANNEL  
NAME  
CATEGORY

Technology  
reviews

GET NEW  
KNOWLEDGE

PROMOTE  
VIDEOS IN  
YOUR END  
SCREEN

LEARN  
NEW  
THINGS

EASY  
USE  
EARN



YouTube channels

FOCUS  
ON  
VIDEOS  
QUALITY

PROMOTE  
VIDEOS IN  
YOUR END  
SCREEN

PUBLISH  
NEW VIDEOS  
REGULARLY

USE  
YOUTUBE  
ANALYTICS  
TO SEE  
WHAT  
WORKS

REPLY TO  
EVERY  
COMMENT

YOU WILL NEED  
TO HAVE 1000  
VIEWS INITIALLY  
TO RECEIVE  
YOUR FIRST  
PAYMENT FROM  
YOUTUBE

EXPERIMENT  
WITH  
DIFFERENT  
TYPES OF  
VIDEOS

LINK TO  
IMPORTANT  
INFO IN VIDEOS  
DESCRIPTIONS



### Does

What behavior have we observed?  
What can we imagine them doing?



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

[See an example](#)