

# Brainstorm many ideas

It's hard to come up with great ideas out of thin air. Use this structure to generate lots of ideas more easily by using the intersections within a grid to spark new thinking, then move forward with only the most promising ones.

- **30 minutes** to prepare
- 1 hour to collaborate
- **4-10 people** recommended

Created in partnership with

LUMA INSTITUTE<sup>SM</sup>



# Before you collaborate

Compared to many other templates, this one needs more preparation in advance, but it's worth the up-front effort.

① 30 minutes

# Choose an overall topic

Narrow your focus to a specific topic or project that needs fresh thinking and bold ideas. Write it in the blue box in Step 1 as a statement or a "how might we" question.

## **Write the columns in the matrix**

Label the columns in the matrix with topics related to your project. We recommend **one** of these three approaches:

- Four personas, user types, or customer segments. This will focus the brainstorm on the people you serve.
- ✓ Four key moments in a customer or user journey. This will focus the brainstorm on moments you want to improve.
- ✓ Four broad and open-ended "how might we" questions written about the major themes of a project. This will focus the brainstorm on topics that need fresh ideas. To collaboratively write great questions, use the template Frame a problem to invite bold ideas.

Open the template →

## Create the rows in the matrix

Choose four categories that will enable your team to come up with good ideas. Make up your own categories, or choose a few of our favorites:

- Events & programs: meet-ups, conferences, workshops...
- ✓ Games & competitions: motivations, rewards, points, badges...
- Facilities & environments: permanent, temporary, virtual...Hotspots & hangouts: high traffic areas, gathering places...
- ✓ Internal policies & procedures: incentives, training, guidelines...
- ✓ Mobile & wearable tech: phones, wearables, sensors, trackers...
- People & partnerships: leaders, spokespeople, evangelists...
   Physical variation: Sizes, shapes, forms, materials, textures...
- ✓ Public policies & laws: positions, platforms, legislation, tradition...
- Sensory engagement: taste, touch, smell, sight, hearing...
- Social media: video, pictures, posts, messages, likes, swipes...
   Surprise & provocation: Transformation, pop-ups, guests...
- Invite collaborators

This session is best with a cross-disciplinary group of people who are at least somewhat familiar with the topic.



# Generate as many ideas as possible

Quickly introduce people to the columns and rows. Working silently and individually, move around the matrix and come up with ideas inspired by the intersection of a row and column. Move to a different intersection if you get stuck.

① 20 minutes

OVERALL TOPIC  How might we rethink our client advisory services?	How might we perfectly anticipate our clients' long-term goals and needs?	How might we help our clients have a true relationship with our financial advisors?	How might we ensure seamless communication between advisors and their team?	How might we have 100% client retention every year?
People & partnerships	Offering peaks such as a loyalty program	Air India is not just another airline brand it represents the long-cherished tradition and culture of the country.	Air partnership is what drives traffic to the airport filling its business and shops with customers while they wait for departure	Airport stakeholders can be internal and external and may include airlines.
Places & spaces	Air transport allows people from different countries to cross international boundaries and travel other countries.	The organized and controlled airspace between airports represents the air part of the systems infrastructure.	Airports are divided into landslide and airside areas.	Air travel provides vital links for the burgeoning global tourism industry
Digital interactions	The aviation industry is transforming digitally with many airlines adopting cloud-based applications big data and lot.	Airlines can feel confident to improve efficiency profitability and customer satisfaction.	It is made through international airports and keeps tourism and trade between countries alive at the same time.	Improves the efficiency of their operations management
Surprise & delight	It's important that customers have an excellent experience every time they Travel.	It doesn't only serve to make the other person feel happy	Customer delight refers to the moment when a customer truly appreciates your services and exceeds their expectations.	Treat customer has people not numbers
Wildcard	The fastest and most modern means of transportation.	Useful for transporting costly and light weight consignments.	Used in spraying pesticides in agricultural fields.	It is a very expensive means of transport.



# Choose and discuss standout ideas

Working individually, have each person copy 2-3 promising ideas into the area below, then discuss the choices.

① 20 minutes



# After you collaborate

A brainstorm like this typically results in a handful of promising ideas that you can carry forward and act upon.

## Quick add-ons

## Cluster related ideas

Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept?

Cluster similar ideas and label each cluster with a theme.

## **Vote on the most promising ideas**

Narrow your focus to only the strongest few ideas by holding a **Voting session**. Give each person 2 votes.

## Keep moving forward

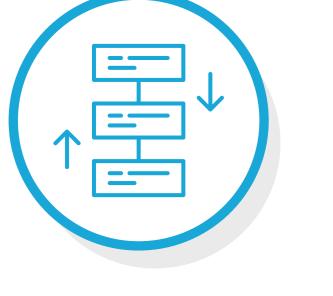


Formalize and explain an idea

Transform an idea (or group of ideas) into a clear

and compelling poster about your concept.

## Prioritize tasks



Select a promising idea, then use this templar prioritize the work needed to get it done.

#### pen the template →



Map project stakeholders

Choose a promising idea, then map who wo

pen the template →

Open the template

Share template feedback

