

## IdeationPhase

### Brainstorm&IdeaPrioritizationTemplate


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Team ID	1D015AFRC17E799BE114EB7CCBA26BCD
ProjectNam	Project-Data Titans Unearthing trends from LinkedIn influencers
MaximumMarks	

## Brainstorm&IdeaPrioritizationTemplate:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.




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.

## Step-1:TeamGathering,CollaborationandSelecttheProblemStatement




## 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

### 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.


 10 minutes

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- Teens 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 problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitator 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.

 5 minutes







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**PROBLEM**

How might we [your problem statement]?

### Key rules of brainstorming

To run a smooth and productive session

-  Stay in topic.
  Encourage wild ideas.
-  Defer judgement.
  Listen to others.
-  Go for volume.
  If possible, be visual.

## Step-2:Brainstorm,IdeaListingandGrouping

### 2 Brainstorm

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

15 minutes

**Tip** You can stick a sticky note and let the pencil push it around for idea sharing.

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related ones 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.

20 minutes

**Tip** Not everyone needs to have sticky notes. Assign 3-4 team members to group ideas on markers while others pitch ideas.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

## Step-3:IdeaPrioritization

### 4 Prioritize

Your team should agree 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.

20 minutes

**Tip** Participants can comment on each other's ideas by using sticky notes or by using the grid. The facilitator can make it a game by using the team's ideas to create a story or a video.

### After you collaborate

You can export the board as an image or pdf to share with members of your company who might need it too.

**Importance**

How important is it to your business to solve this problem? (1-5)

**Feasibility**

How feasible is it to solve this problem? (1-5)

**Quick add-ons**

**Share the board**  
Share a view link to the board with stakeholders to keep them in the loop about outcomes of the session.

**Export the board**  
Export a copy of the board as PNG or PDF to attach to emails, reports, or other documents.

**Keep moving forward**

**Strategic Ideation Kit**  
Get all the components of a new idea or strategy.  
[Open the template](#)

**Customer experience journey map**  
To visualize customer needs, motivations, and obstacles for an experience.  
[Open the template](#)

**Strong fit, weaknesses, opportunities & threats**  
To identify strengths, weaknesses, opportunities, and threats for a business.  
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