

# 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

Set the goal

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

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

Open article →

productive session.



# 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.



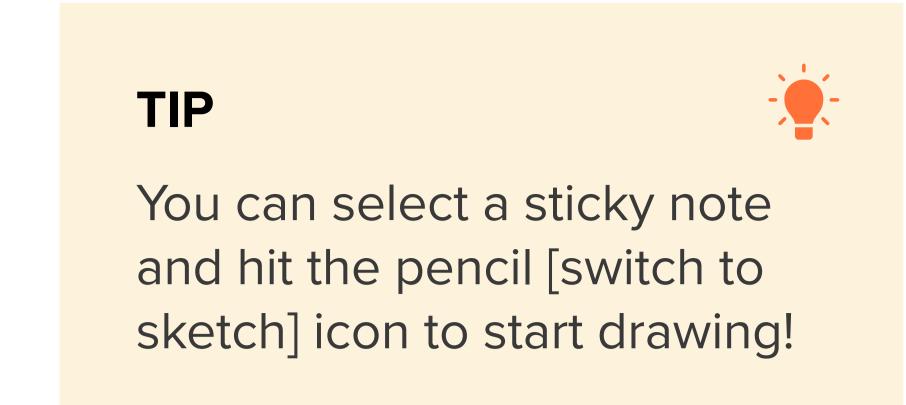
If possible, be visual.



# Brainstorm

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

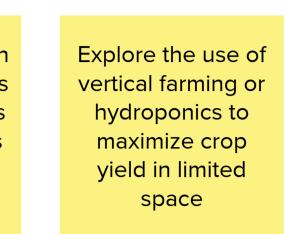
① 10 minutes



#### Person 1

Implement smart irrigation systems to optimize water usage and reduce waste Introduct farming that utili and dat to enhance more





#### Person 2

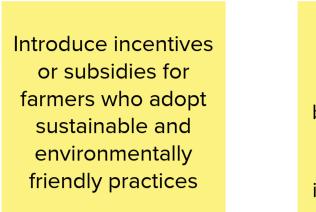
Invest in research and development to develop drought - resistent or disease-resistent varieties

Promote sustainable farming practices, such as organic farming or regenerative agriculture, to protect soil health and minimize environmental impact



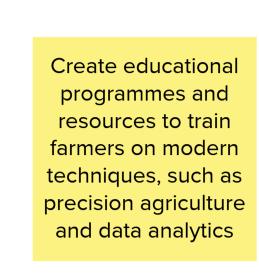
#### Person 3

Estabilise farmer
cooperatives or
networks to facilitate
knowledge
sharing,bulk
purchasing and
collective marketing
efforts



# Invest in agricultural research to develop innovative crop breeding techniques or bio engineering methods for improved crop traits

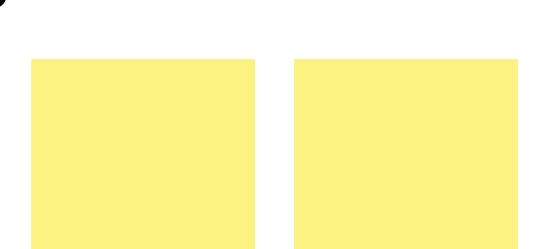
#### Person 4







Person 5



Person 6



Person 7



Person 8





# 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.

(†) 20 minutes

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

#### Person 1

Implement smart irrigation systems to optimize water usage and reduce waste

Invest in research and development to develop drought - resistent or disease-resistent varieties

Develop mobile apps or platforms that provide farmers with real time markets prizes and demand trends for their crops

Invest in agricultural research to develop innovative crop breeding techniques or bio engineering methods for improved crop traits

Introduce percision farming techniques that utilise sensors and data analytics to enhance crop monitoring

Promote sustainable farming practices, such as organic farming or regenerative agriculture, to protect soil health and minimize environmental impact

Introduce
incentives or
subsidies for
farmers who adopt
sustainable and
environmentally
friendly practices

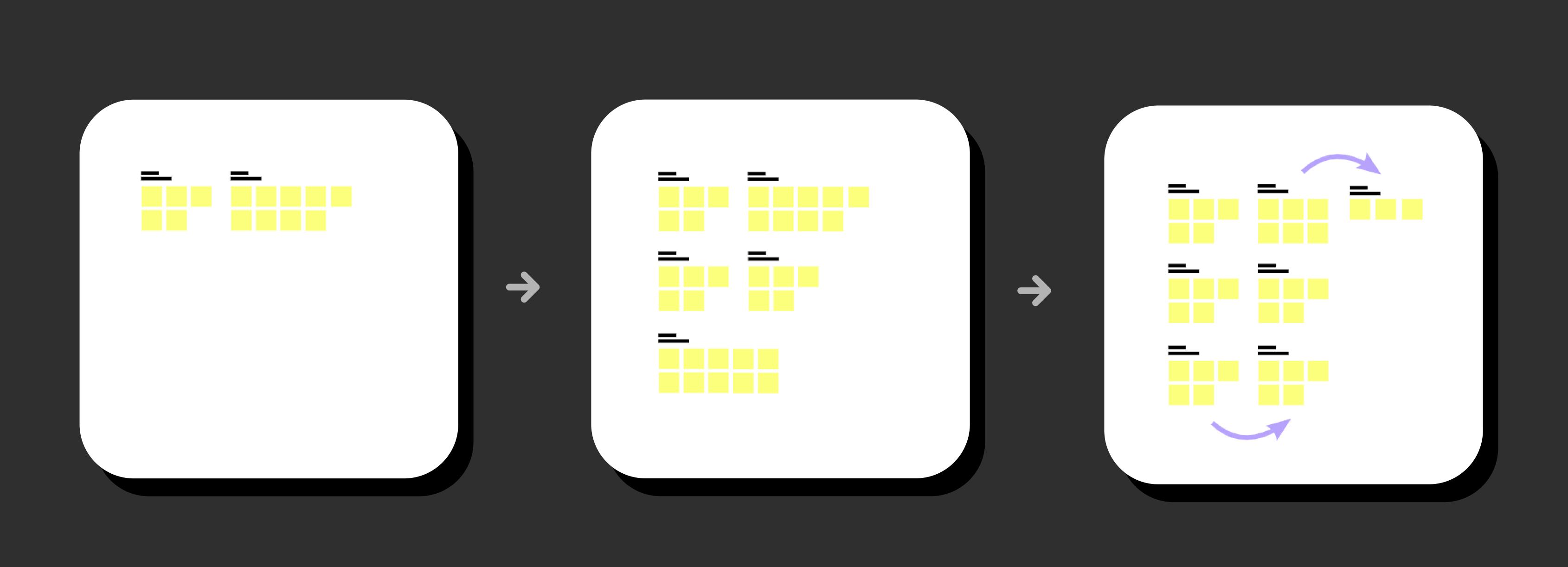
Improve access to financing and credit for small-scale farmers to invest in modern farming equipments and technologies

Explore the use of vertical farming or hydroponics to maximize crop yield in limited space

Develop mobile apps or platforms that provide farmers with real time markets prizes and demand trends for their crops

Invest in agricultural research to develop innovative crop breeding techniques or bio engineering methods for improved crop traits

Improve access to financing and credit for small-scale farmers to invest in modern farming equipments and technologies





# 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.

4

Improve access to financing and credit for small-scale farmers to invest in modern farming equipments and technologies

Introduce incentives or subsidies for farmers who adopt sustainable and environmentally friendly practices

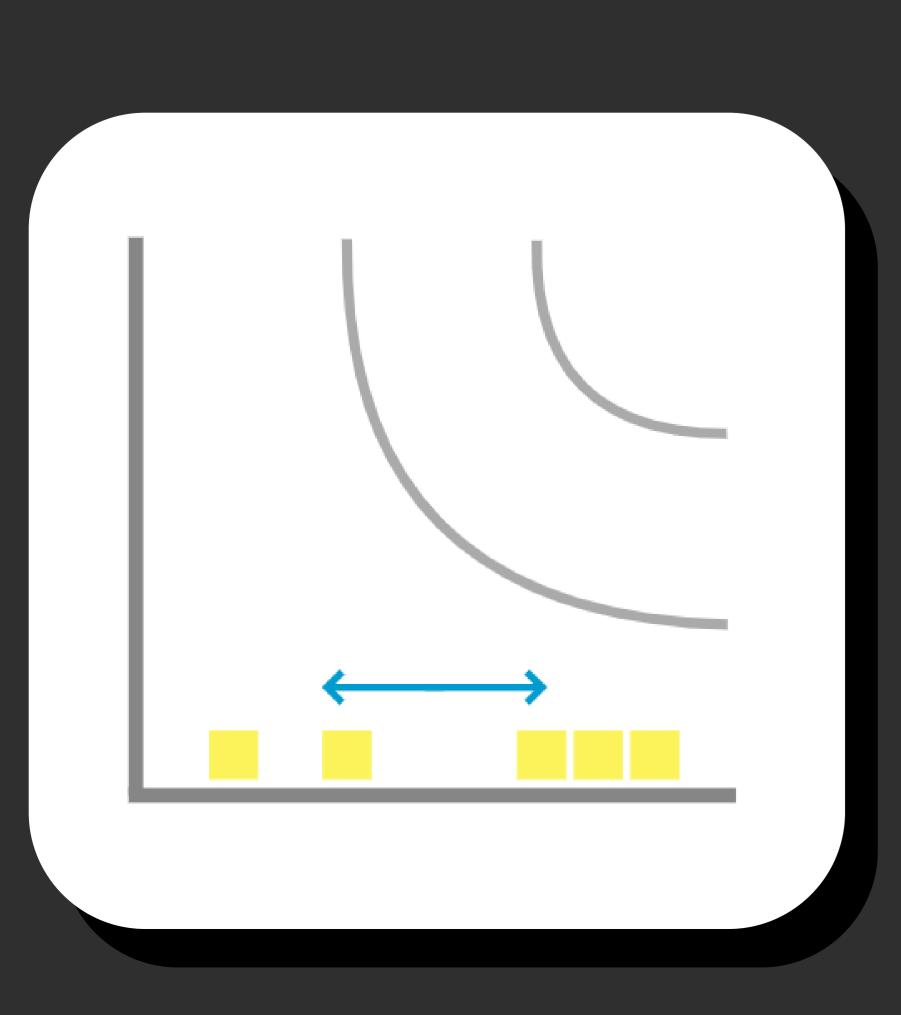
## Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

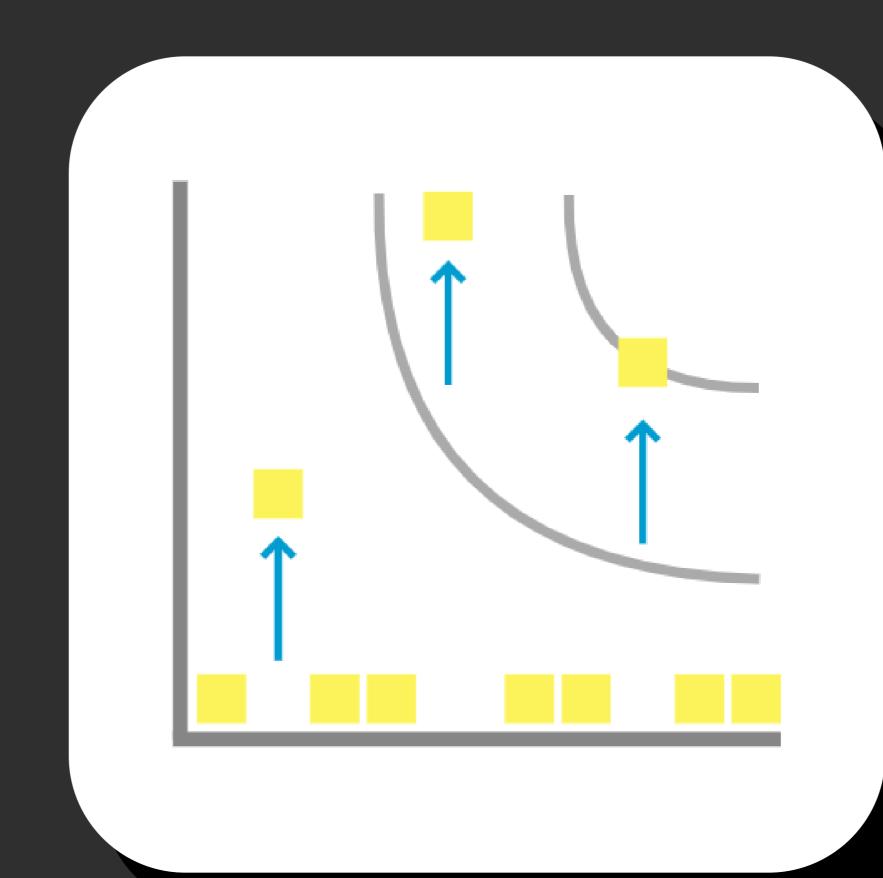
Explore the use of vertical farming or hydroponics to maximize crop yield in limited space

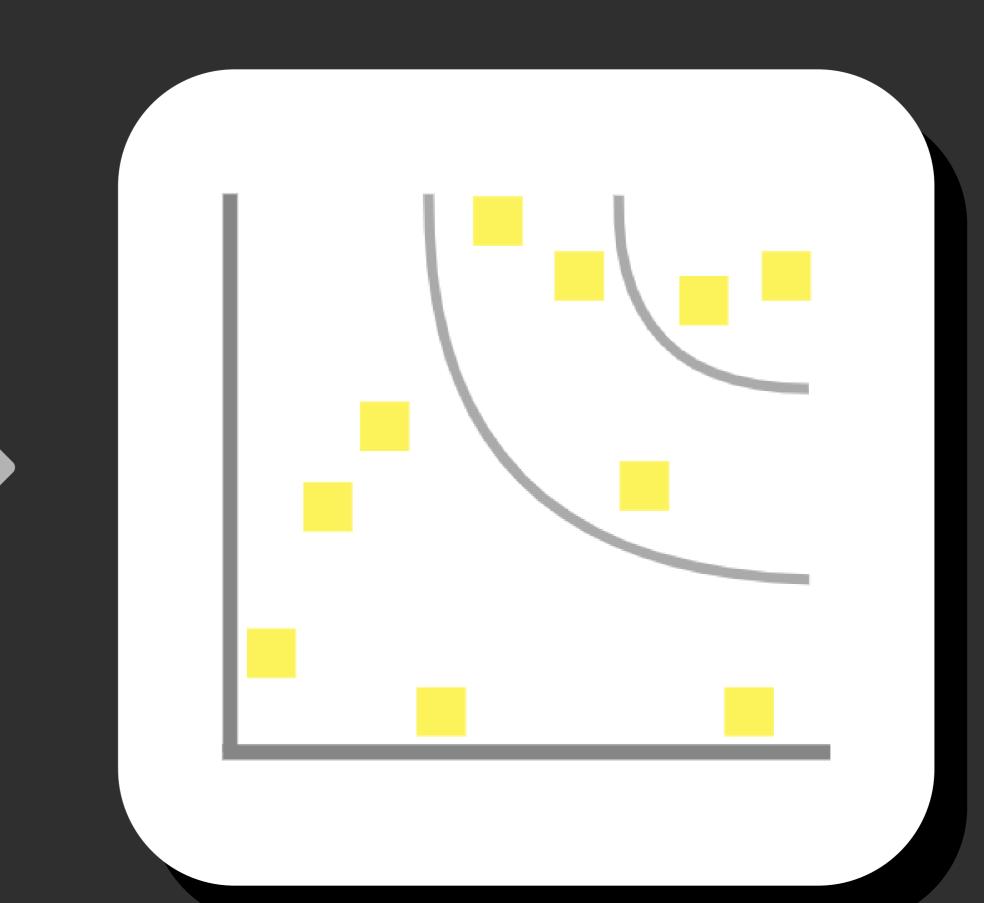
Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)









H



# 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.

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 →

Share template feedback