

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



Team 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 facilitation 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

PROBLEM

Due to customer satisfaction, the management looked up the works to employees that cause frustrations to employees



Key rules of brainstorming

To run an smooth and productive session



Stay on topic



Encourage wild ideas



Defer judgement



Listen to others



Go for volume



If possible, be visual

Person 1

To collect the data across departments to evaluate and improve their performance

Through internet, the customer shows their staying experience in feedback

Customer data allows us to understand the preferences and purposes of a customer

Person 2

Analyzing the booking patterns shows the demand trends in which season

Hotels pricing strategies will improve the company to build strong

Demand forecasting is useful for the revenue management

Person 3

Guest may check in the rooms from anywhere that is advance check-in

Good customer service is the essence of the hotel industry but that the management provided satisfaction to employees

They use the strategies like customer focus, developing hotel's in main city etc.

Person 4

The hotel management would be able to plan better marketing strategies to attract customers

Machine learning help the optimal room rate in real-time to maximize revenue

They wanted data intelligence in order to regain their market share

Good customer
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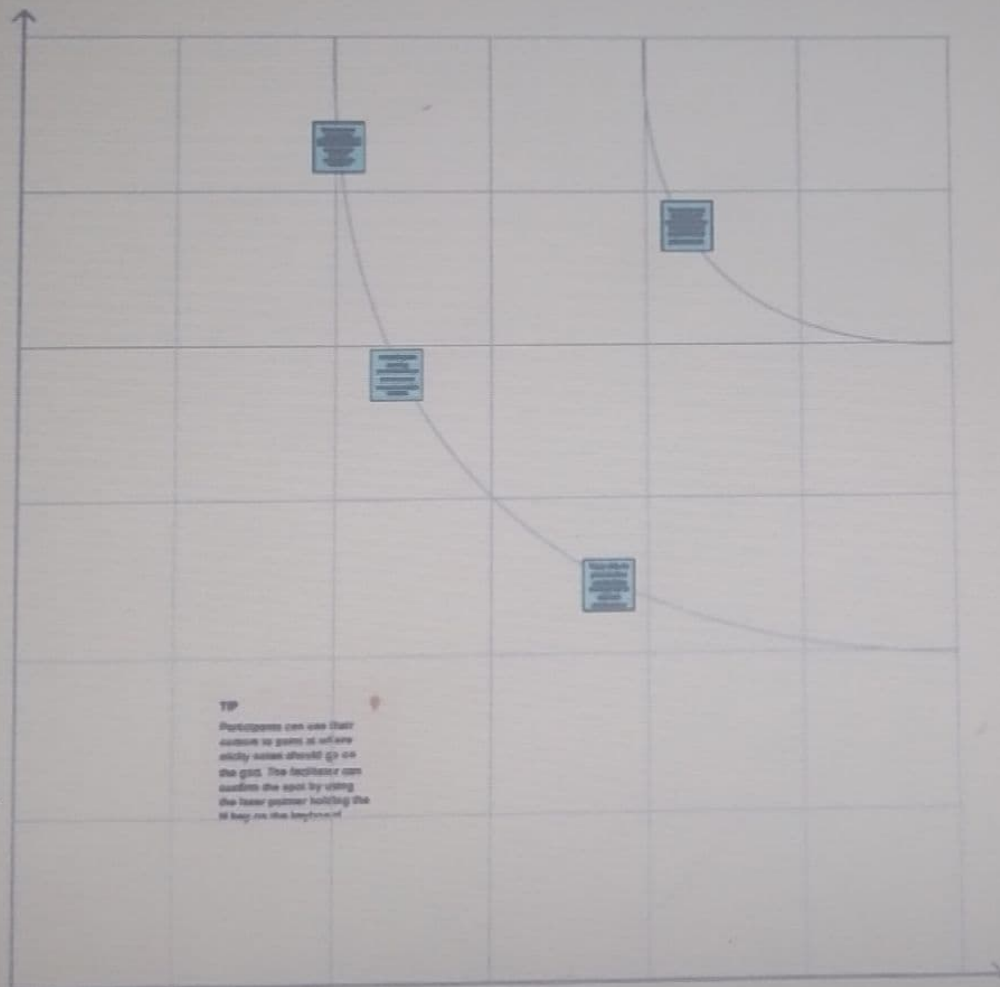
Prioritize

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

Importance

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



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

- A Share the mural**
Share a clear link to the mural with stakeholders to keep them in the loop about the outcome of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to email, 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