Template

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

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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

To **[illustrator/digital/graphic/etc.]** who **[wants/needs/loves/hates/etc.]** **[problem]**

Key rules of brainstorming

To run an smooth and productive session

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

Brainstorm

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

10 minutes

TIP
You can switch to dark mode and hide panel toolbar to easily focus on ideas. #focusgo

Person 1	Person 2	Person 3	Person 4
Logo designs	Carry out competitive analysis	Family-friendly feature (for example, more seats in the three-row car)	Develop the final product
Table dinner: Pick a card and respond them	Model the business	Hiring suitable candidates	Customer satisfaction feedback loop

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.

30 minutes

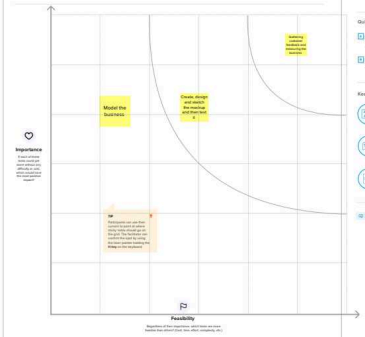
Logo designs	Carry out competitive analysis	Model the business	
Create design and prototype for testing new new ideas	Develop the final product	Achieving customer satisfaction and feedback loop business factors	

TIP
Add collaborative tags to items in your session to help you channel organize and prioritize your ideas and to keep track of themes within your round.

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



TIP
Participants can use their cursors to react to the sticky notes should get on the board. Hit the "R" button to cast+ on the board by using the reactions feature or pressing **R** key on the keyboard.

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.
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- **Customer experience journey map**
  Understand customer needs, motivations, and obstacles for an experience.
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- **Strengths, weaknesses, opportunities & threats**
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan
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Share template feedback

Need some inspiration?
See how teams across the globe are using templates to kickstart their work.
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