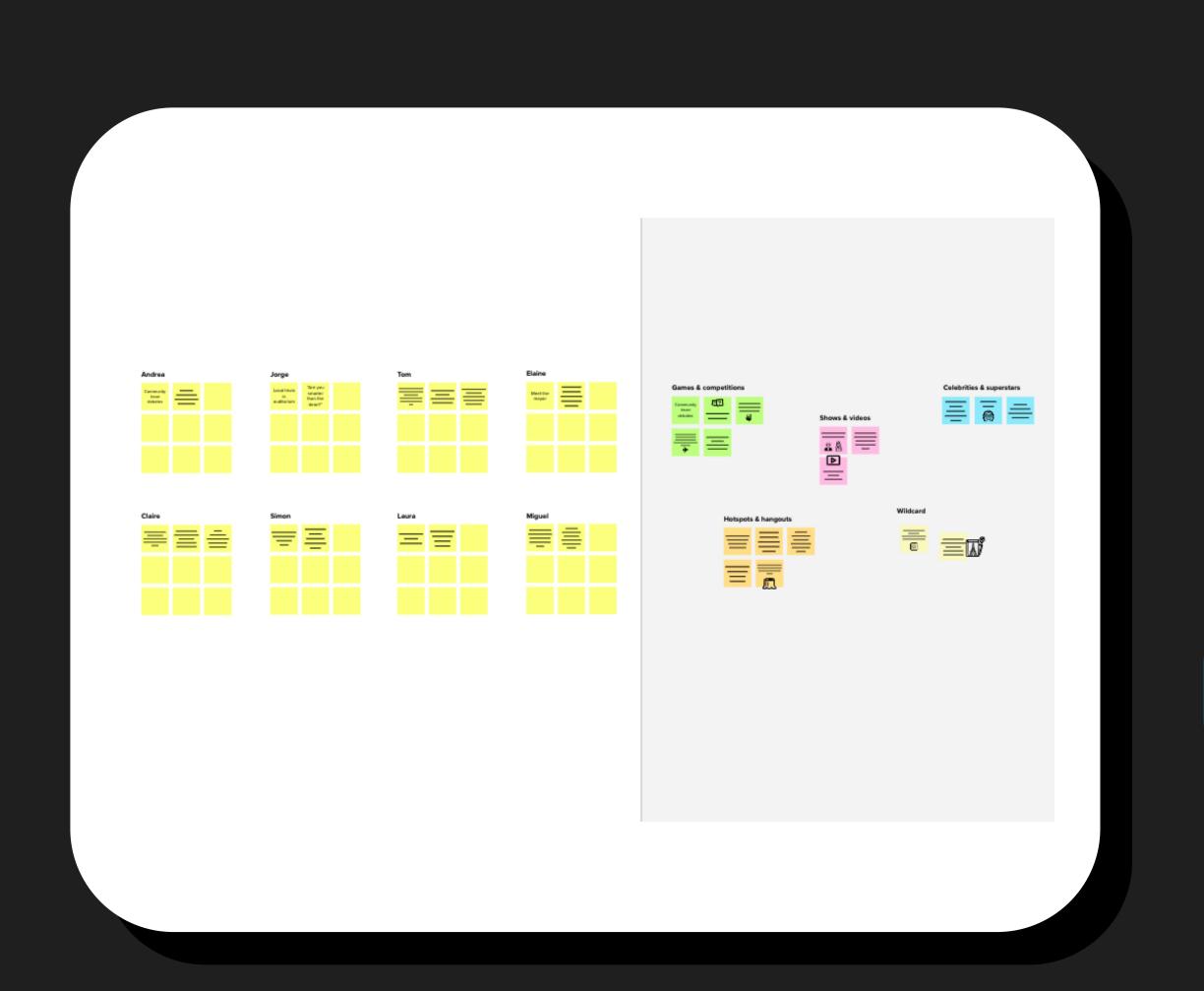


# Brainstorm & idea prioritization

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

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

Use the Facilitation Superpowers to run a happy and productive session.

Open article -



# Define your problem statement

#### ① 5 minutes

Today consumer have a lot of power. they can research your product or service and make purchase decision entirely on their own.

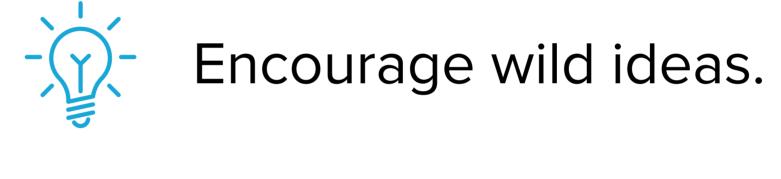
Type your paragraph...



# Key rules of brainstorming

To run an smooth and productive session















# Brainstorm

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

① 10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### person 4 person 2 person 3 person 1 Brainstorming combines Since then, researchers Madison Avenue For decades, people a relaxd, informal have made many have used brainstorming advertising executive approach to problem improvements to his to generate ideas, and to Alex Osborn solving with lateral original technique. The come up with creative developed the original thinking. It encourages approach described here solutions to problems. people to come up with approach and takes this research into However, you need to thoughts and ideas that account, so it's subtly published it in his 1953 can, at first, seem a bit use brainstorming different from Osborn's book, "Applied crazy. correctly for it to be fully approach. [2] Imagination." [1] effective. Some of these ideas can herefore, during brainstorming When used during problem be crafted into original, sessions, people should avoid solving, brainstorming brings criticizing or rewarding ideas. creative solutions to a team members' diverse You're trying to open up problem, while others experience into play. It possibilities and break down can spark even more increases the richness of incorrect assumptions about ideas explored, which means ideas. This helps to get the problem's limits. Judgment that you can often find better people unstuck by and analysis at this stage solutions to the problems stunts idea generation and limit "jolting" them out of their that you face. creativity. normal ways of thinking.

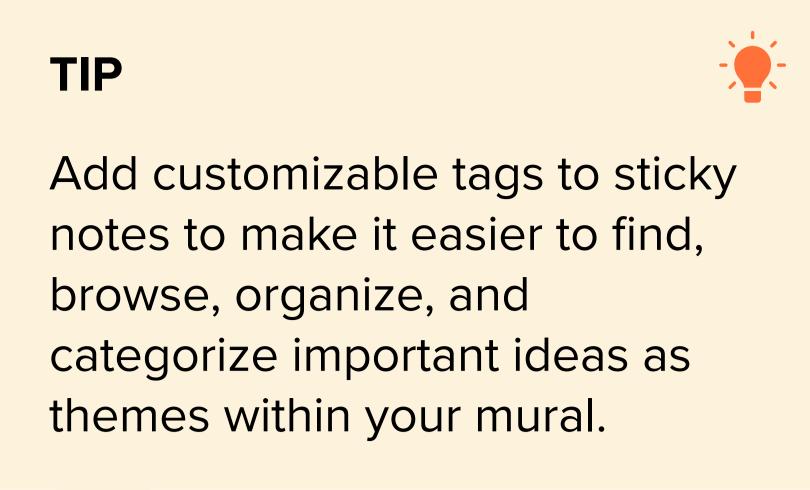




# Group ideas

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



How much information or preparation does your team need in order to brainstorm solutions to your problem? Remember that prep is important, but too much can limit – or even destroy – the freewheeling nature of a brainstorming session.

First, choose an appropriate and comfortable meeting space. This can be in the office, or virtual. Consider what would work best for your team. Make sure you have the right resources beforehand; you can use virtual brainstorming tools like Miro or LucidSpark, and you'll need pens and Post-Its for an in-person session.

Now consider who will attend the meeting. A brainstorming session full of like-minded people won't generate as many creative ideas as a diverse group, so try to include people from a wide range of disciplines, and include people who have a variety of different thinking styles.

When everyone is gathered, appoint one person to record the ideas that come from the session.

This person shouldn't necessarily be the team manager — it's hard to record and contribute at the same time. Post notes where everyone can see them, such as on flip charts or whiteboards; or use a computer with a data projector.

If people aren't used to working together, consider using an appropriate warm-up exercise, or an icebreaker.

Step 2: Present the Problem

Clearly define the problem that you want to solve, and lay out any criteria that you must meet. Make it clear that that the meeting's objective is to generate as many ideas as possible. Give people plenty of quiet time at the start of the session to generate as many of their own ideas as they can. Then, ask them to share or present their ideas, while giving everyone a fair opportunity

to contribute.

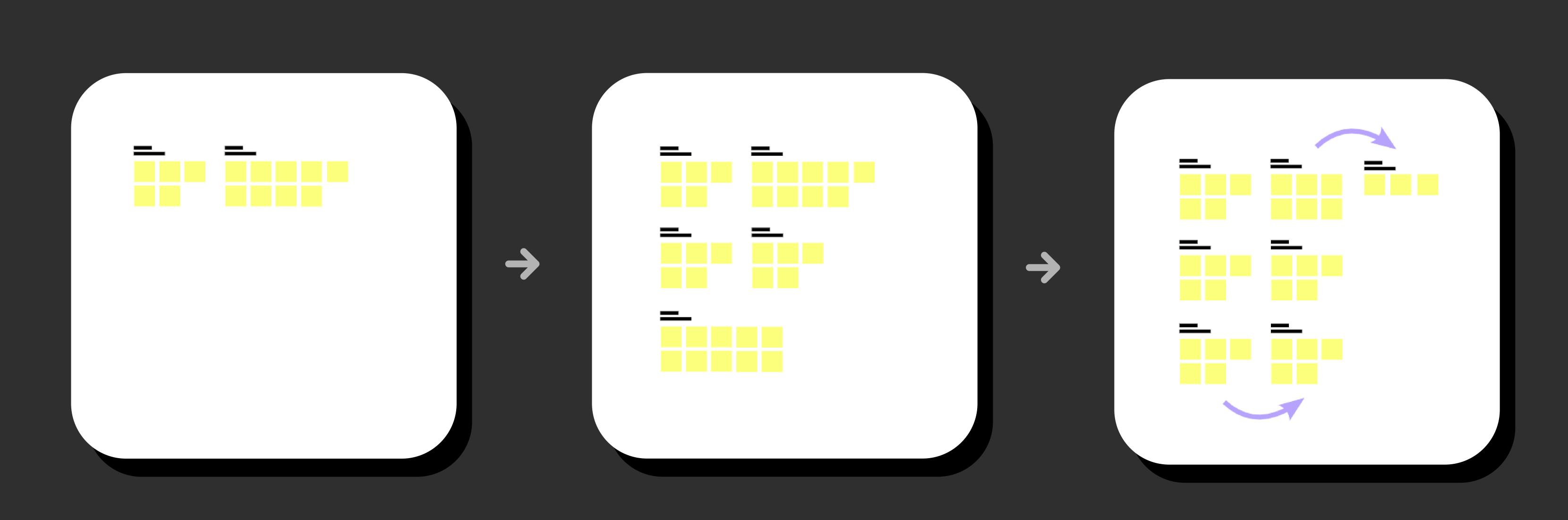
Step 3: Guide the Discussion

Once everyone has shared their ideas, start a group discussion to develop other people's ideas, and use them to create new ideas. Building on others' ideas is one of the most valuable aspects of group brainstorming.

Encourage everyone to contribute and to develop ideas, including the quietest people, and discourage anyone from criticizing ideas.

Is the group facilitator, you should share ideas if you have them, but spend your time and energians.

As the group facilitator, you should share ideas if you have them, but spend your time and energy supporting your team and guiding the discussion. Stick to one conversation at a time, and refocus the group if people become sidetracked.





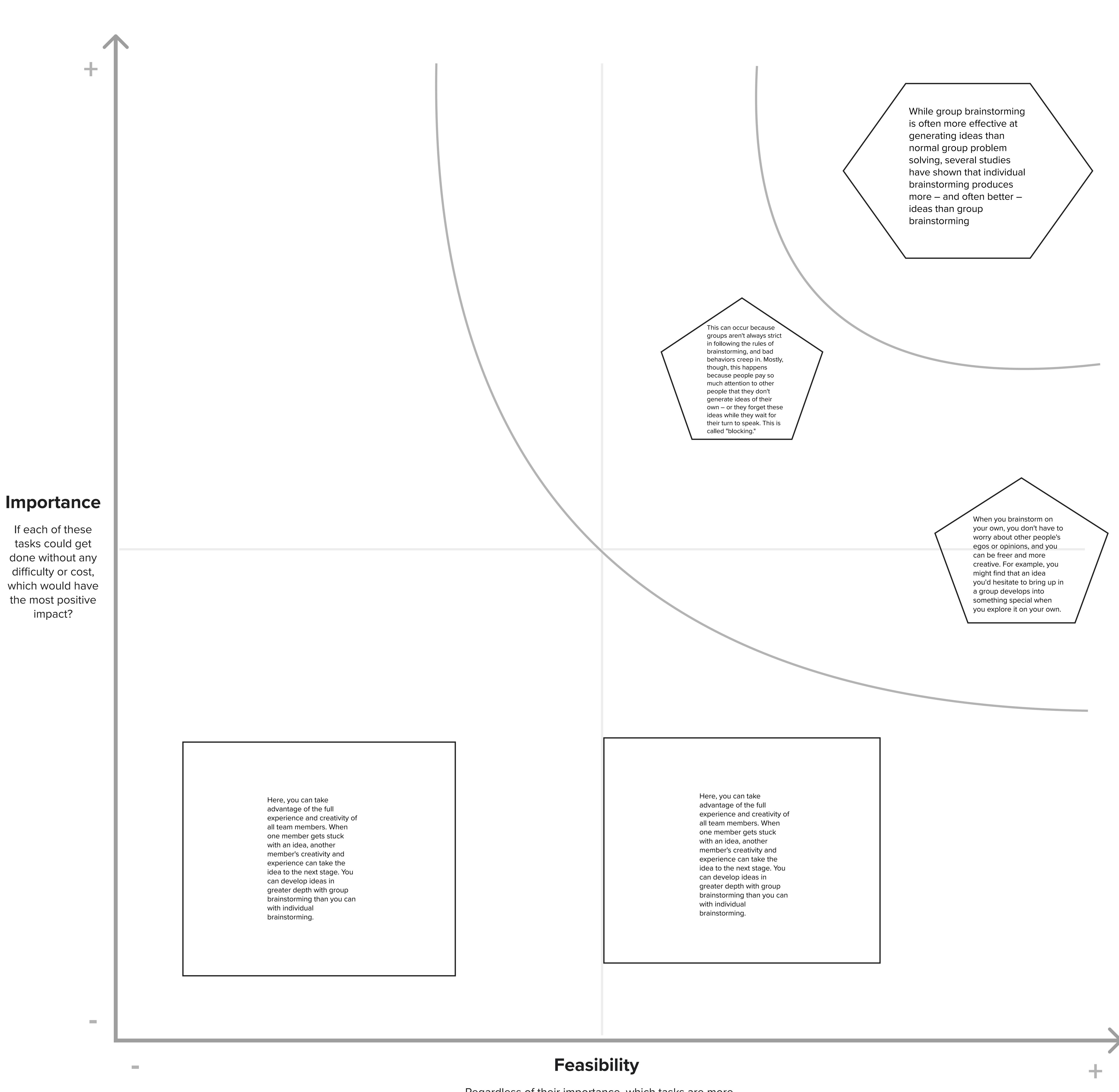
# Prioritize

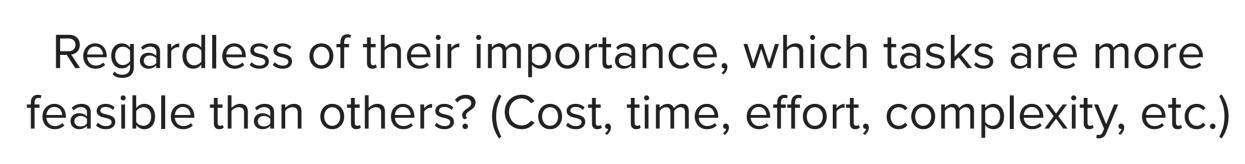
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

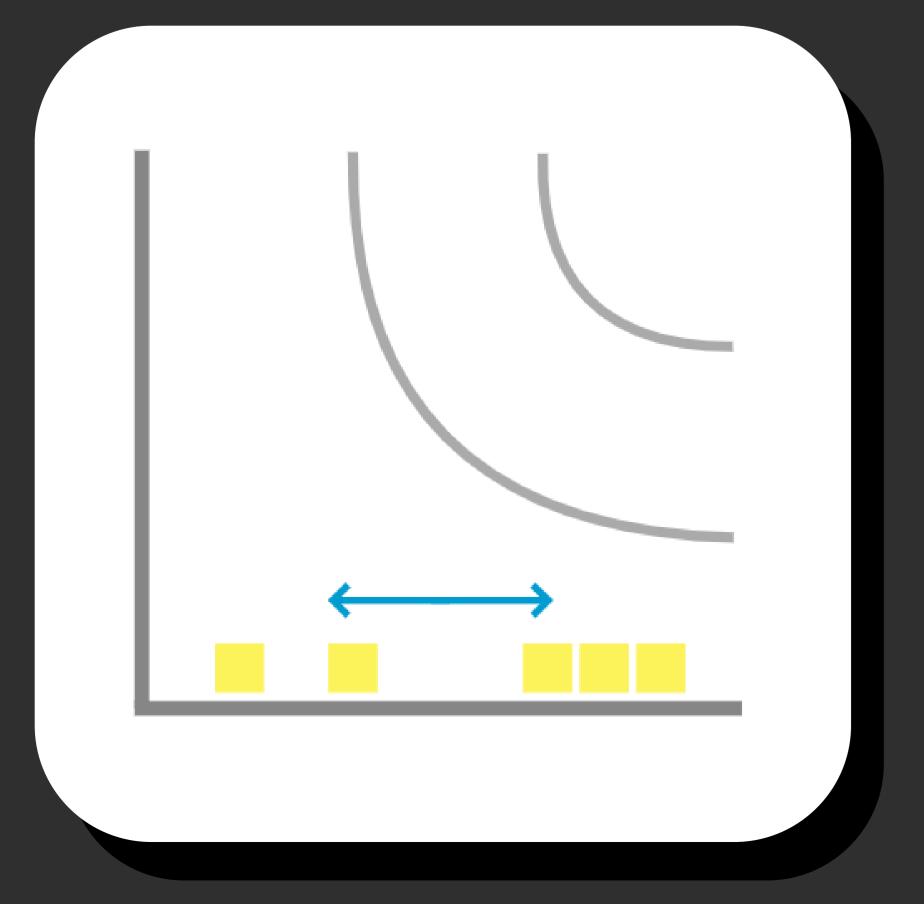
① 20 minutes

#### TIP

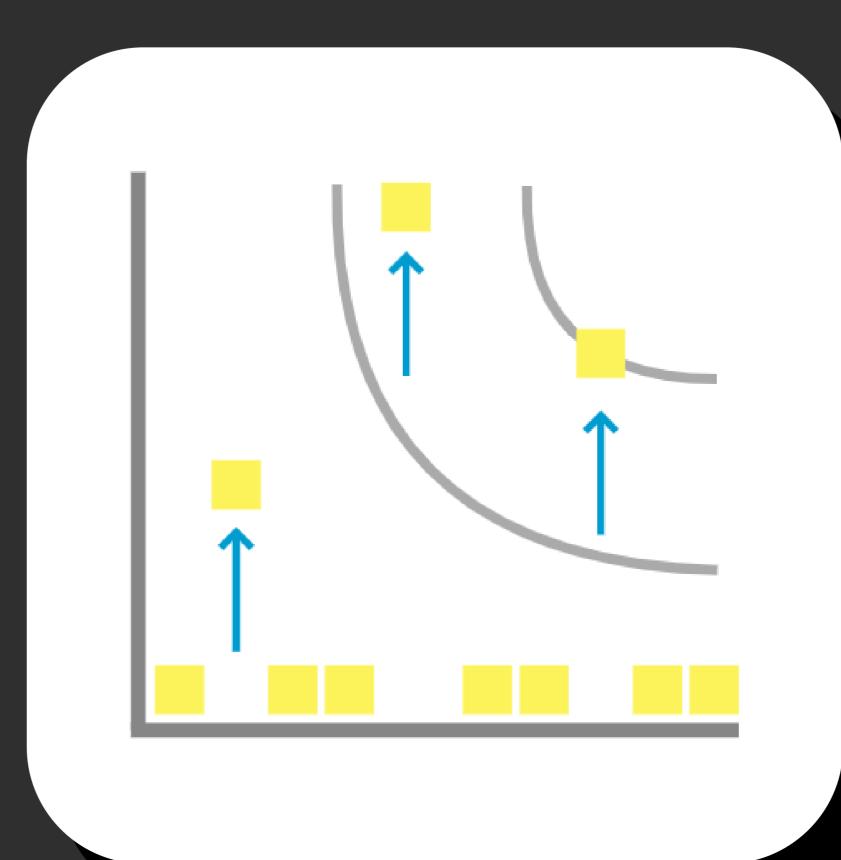
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.















# 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.

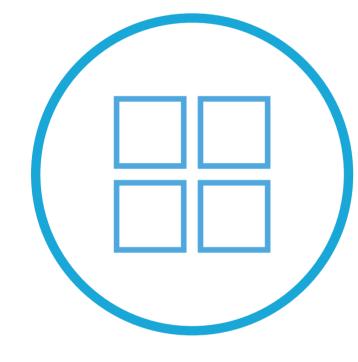
Open the template →



#### 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 →

