

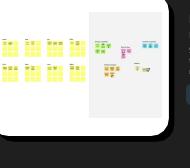


Brainstorm & idea prioritization

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

Share template feedback



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

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

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

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 break it up into smaller sub-groups.
20 minutes

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.
20 minutes

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

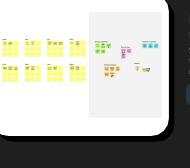
Export themural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

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

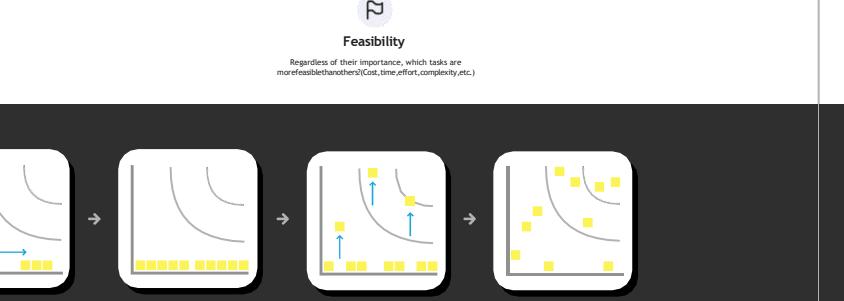
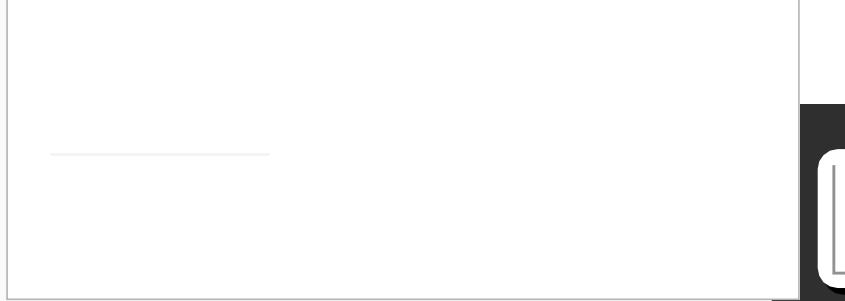
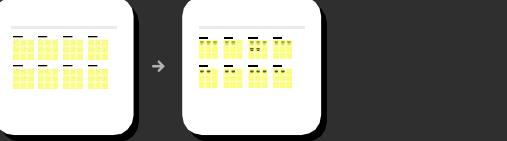
Share template feedback



Needs me inspiration?

See more examples of this template to kickstart your work.

Open example →



Feasibility

