Brainstorm & idea prioritization

Use this template in your next brainstorming sessions so your team can unleash the power of ideation and start shaping concepts even if you're not sitting in the same room.

1 **Prioritize** ideas
2 **Frame** a problem
3 **Engage** everyone

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1 Before you collaborate

A little preparation goes a long way with this exercise. Here's what you need to get rolling.

10 minutes

1 **Turning ideas into actions**
Ideas are great, but we need to turn them into actions. Keep this in mind as you work through the exercise.

2 **Set the goal**
Think about how you will measure success. Is it the number of ideas, the quality of ideas, or something else?

3 **Learn how to use the facilitation tools**
Familiarize yourself with the tools you'll use during your session.

Choose a timer 10

2 Define your problem statement

Spend 5 minutes with your team trying to reach consensus on a shared problem you're trying to solve or improve. This will set the focus for your brainstorm.

5 minutes

How might we [action] for [target audience]?

3 Brainstorm ideas

Now, it's time to generate as many ideas as possible in the allotted time. Remember, quantity is key!

10 minutes

Ideas

Idea 1

Idea 2

Idea 3

Idea 4

Idea 5

4 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all ideas have been shared, group the clusters as a team to identify ideas that stand out.

10 minutes

Voting

Theme

Customer benefits

Architecting feasibility

Systems synthesis

Miscellaneous

5 Prioritize

Your team should now be able to see which ideas are the most popular, and which are the most important. Now, it's time to narrow down your ideas so that you can pick the ones you want to explore further.

10 minutes

Feasibility

Impact

Source: Adapted from Gamestorming, Dave Gray, Sunni Brown, James Macanufo, O'Reilly Media, 2010

6 After you collaborate

You've completed the exercise! Let's recap on a few tactics and/or methods that you can try out during your next session.

Quick collaboration

1 **Time-boxed exercises**
Keep the session moving by time-boxed activities to ensure that everyone stays focused and productive.

2 **Digital brainstorm**
Consider using a digital whiteboard tool for remote collaboration to ensure that everyone can participate.

Deeper exploration

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