



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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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.

 **10 minutes**

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

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

[Open article](#)



1

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

Countries report their emissions through what is known as a 'bottom up' approach, where national emissions are estimated by combining data on types of activity with the emissions typically produced by those activities.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



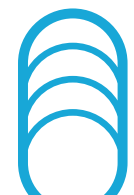
Encourage wild ideas.



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

Person 1

INDUSTRIAL EMISSION	CARBON EMISSION	REDUCE EMISSION
GREEN ENERGY	WASTE REDUCTION	FOOT PRINT
RECYCLING	ECONOMIC GROWTH	ENERGY CONSUMPTION

Person 2

GREEN HOUSE GAS	CARBON EMISSION INCREASE	STRUCTURE INTENSITY FUEL
RESTRAINING CO2	MONITORING AND ANALYSIS	MEASUREMENT OF TRANSPORT DATA
VOLUME OF CO2	CLEAN ENERGY TECHNOLOGY	OIL EMISSION GREW

Person 3

SOLID GAS USE	LNG USE OF ELECTRICITY	COMBUTION OF FOSSILE FUELL
TREATEMENT OF WASTE MATERIAL	RECOVERY PLAN	GLOBAL REBOUND IN EMISSION
GAS FIRED POWERED PLANT	CAUSE CLIMATE CHANGES	CARBON MARKET

Person 5

Person 6

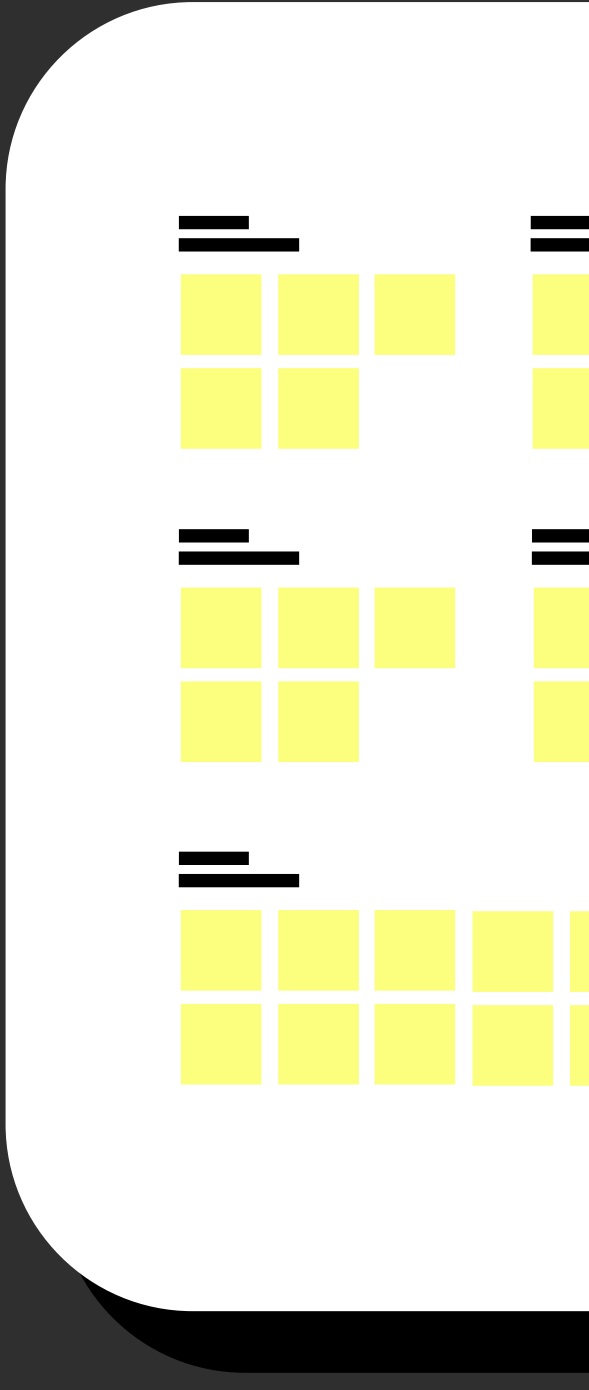
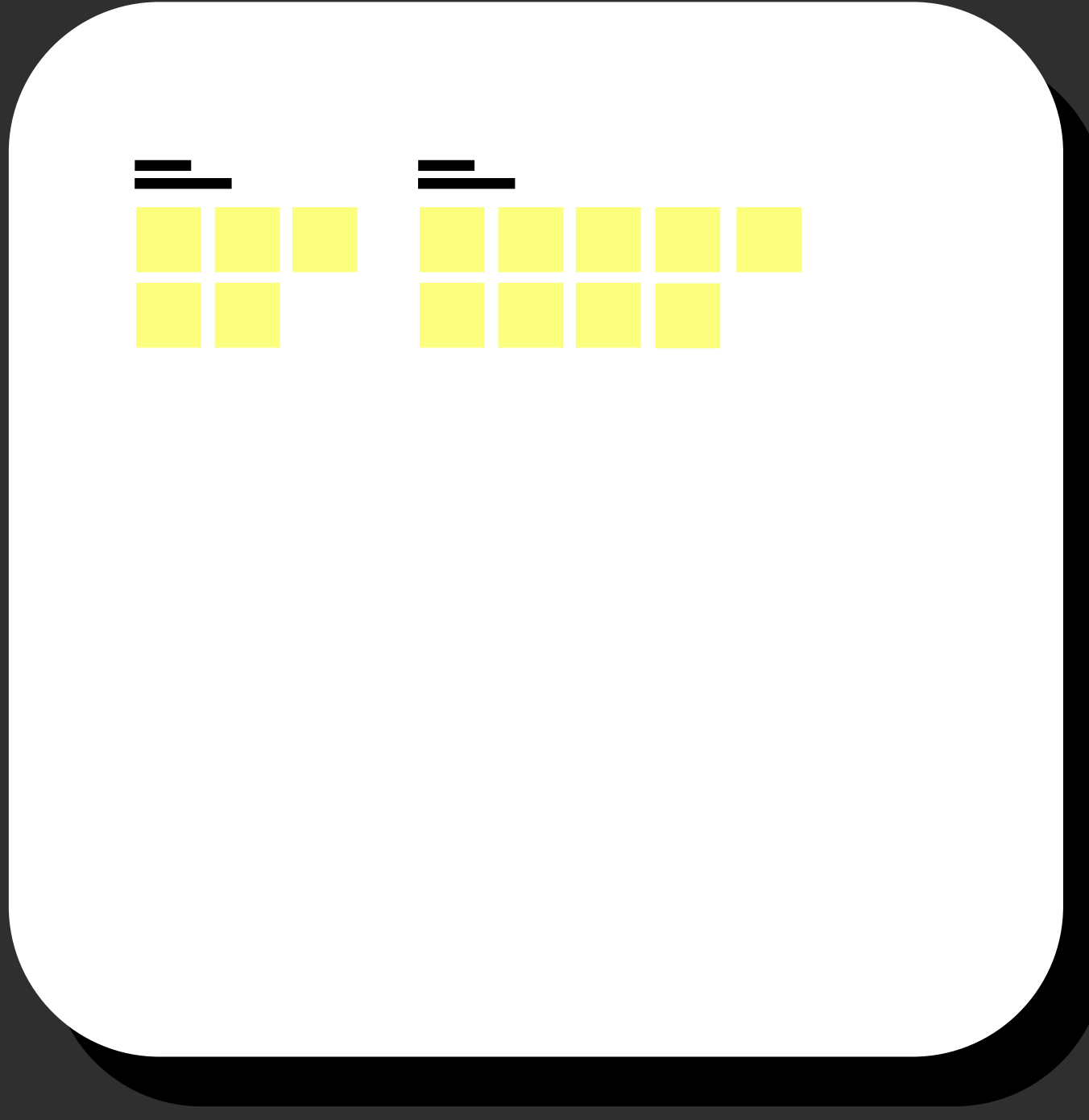
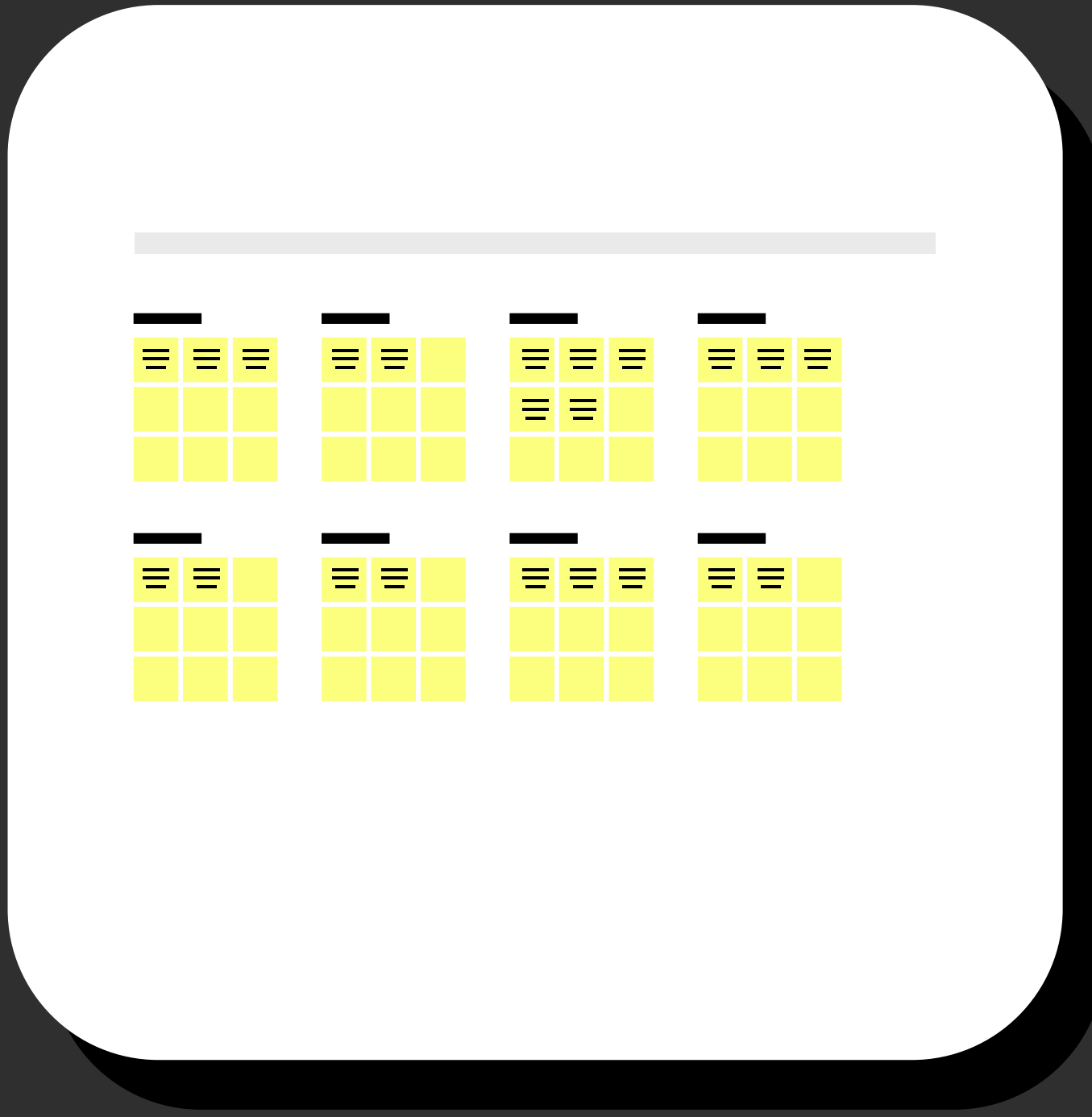
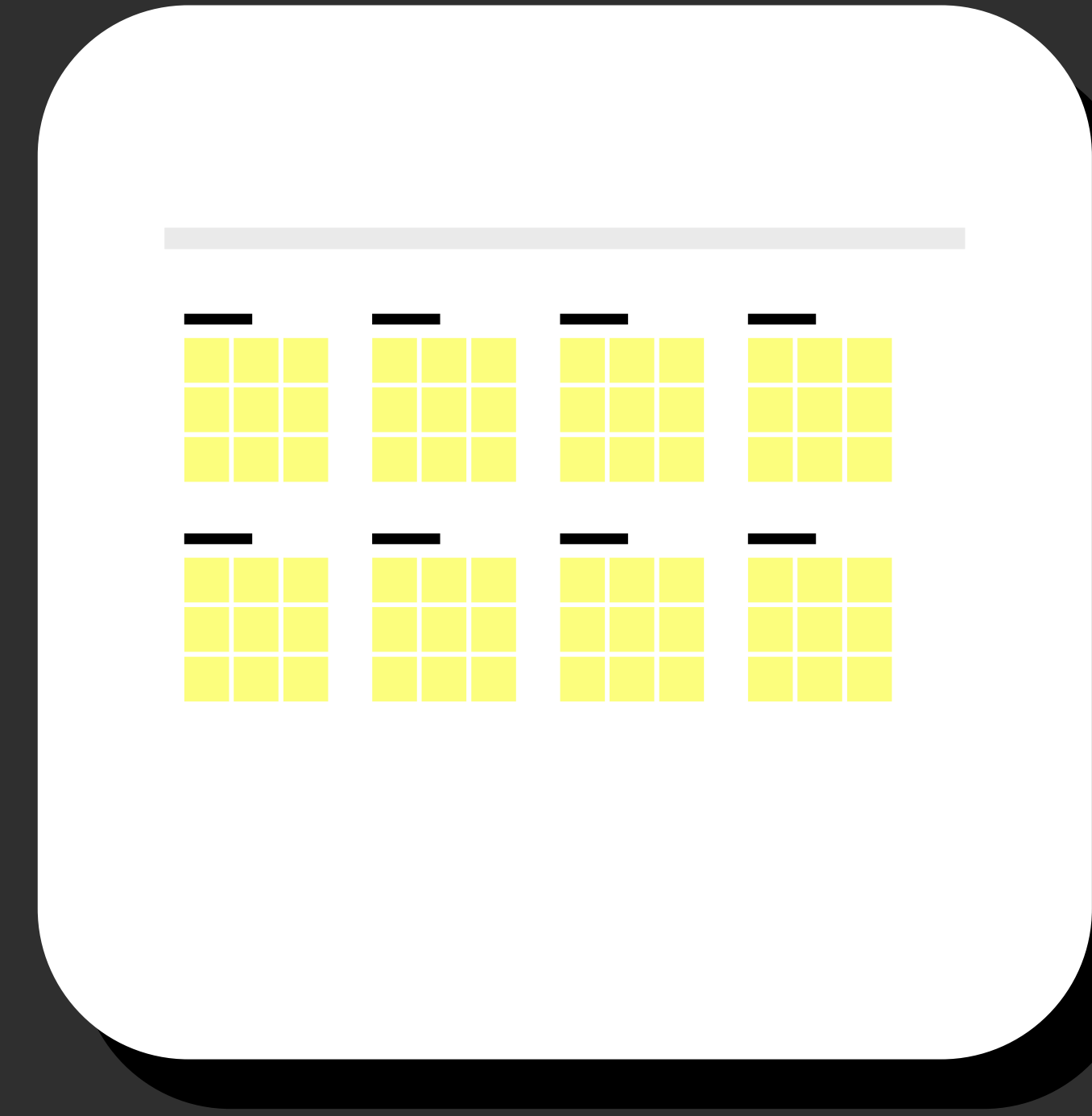
Person 7

Group ideas

Take turns sharing your ideas while clustering. Once sticky notes have been grouped, give each group a name. If you have more than six sticky notes, try and see if you can group them into six.

🕒 20 minutes

Selecting an architecture for a ship's goals and the designing m... That process... namely gree... the consump... International... (IMOs) strict... on environm... and new ene... design and m... fleets. With t... systems and... maritime tra... decades, the... propulsion s... several bene... including imp... international... and reliability... and enhance... automation o...




Group ideas

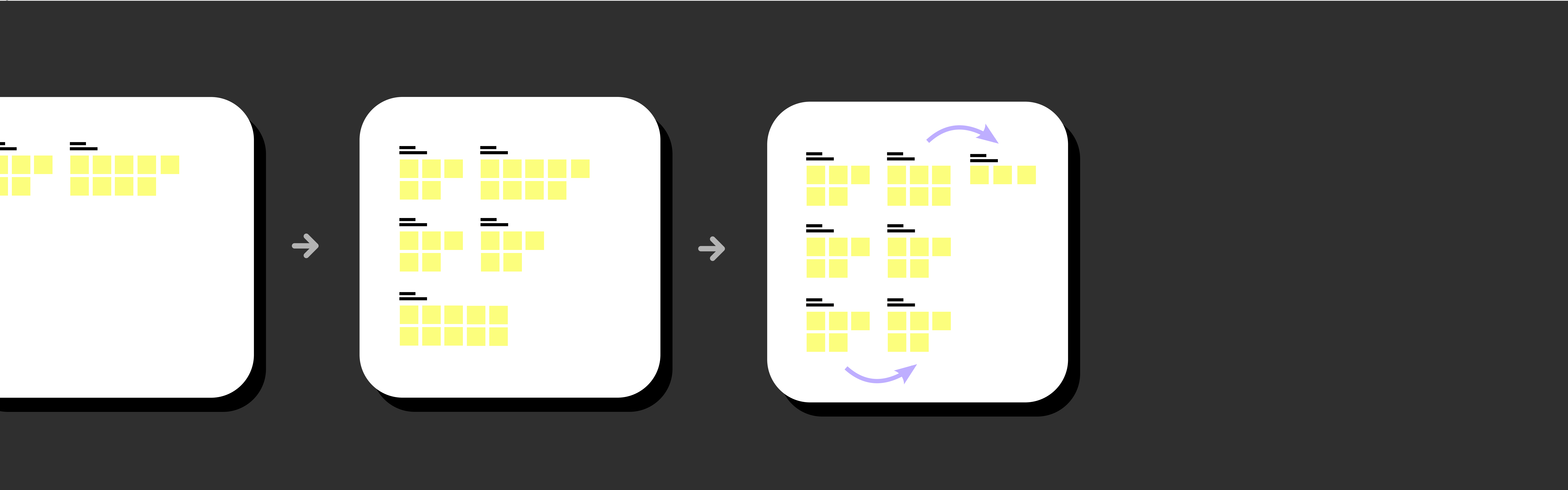
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

Selecting and optimizing propulsion architecture is one of the most practical goals and the most difficult decisions in designing modern commercial ships. That process faces several challenges, namely greenhouse gas emissions from the consumption of fossil fuels, International Maritime Organization's (IMOs) strict international legal system on environmental pollution prevention, and new energy efficiency standards for design and management of commercial fleets. With the integration of electrical systems and power supply equipment in maritime transport in the past several decades, the availability of electric propulsion systems have brought several benefits to ship owners, including improved ability to comply with international laws, increased flexibility and reliability, reduced operating costs, and enhanced access to advanced automation capabilities.

TIP

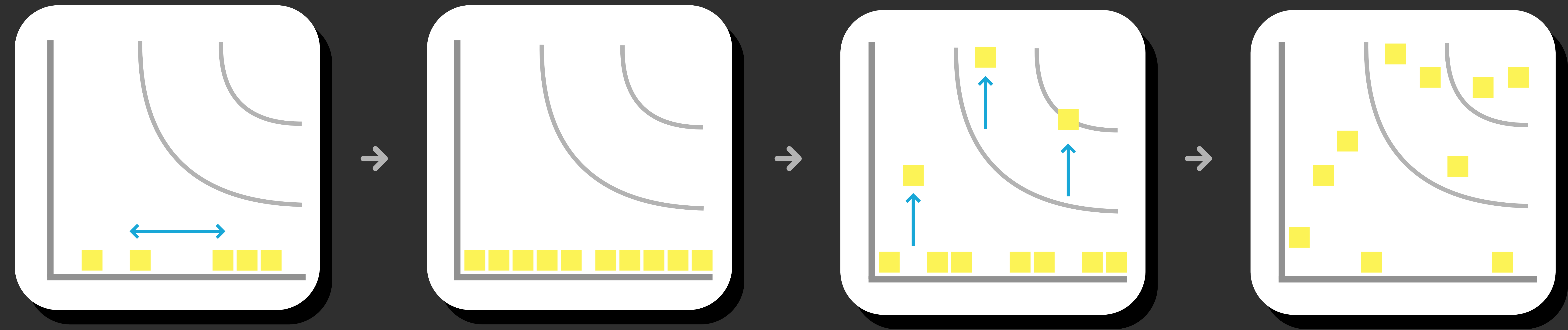
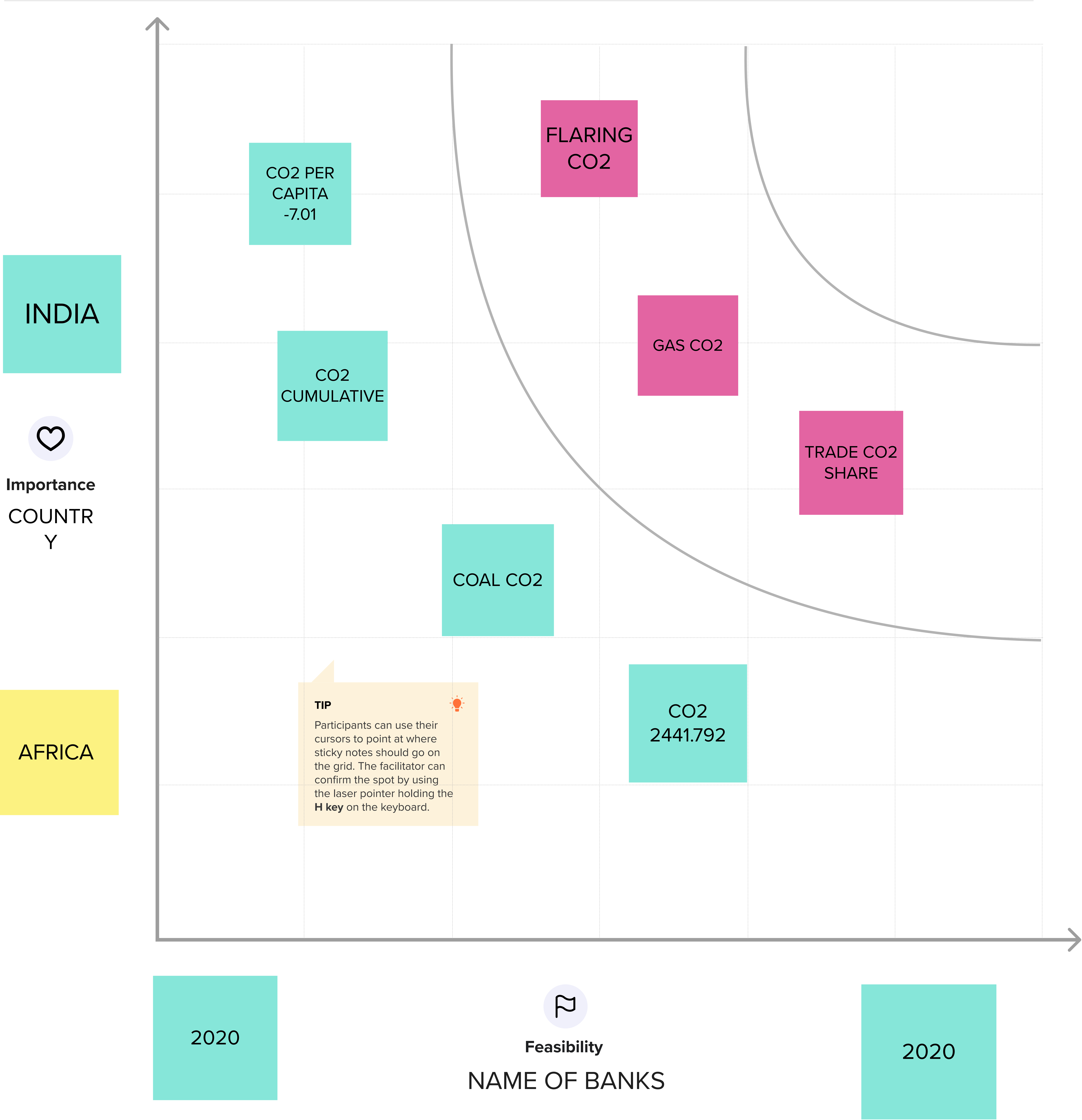
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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

- A

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

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 →](#)

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