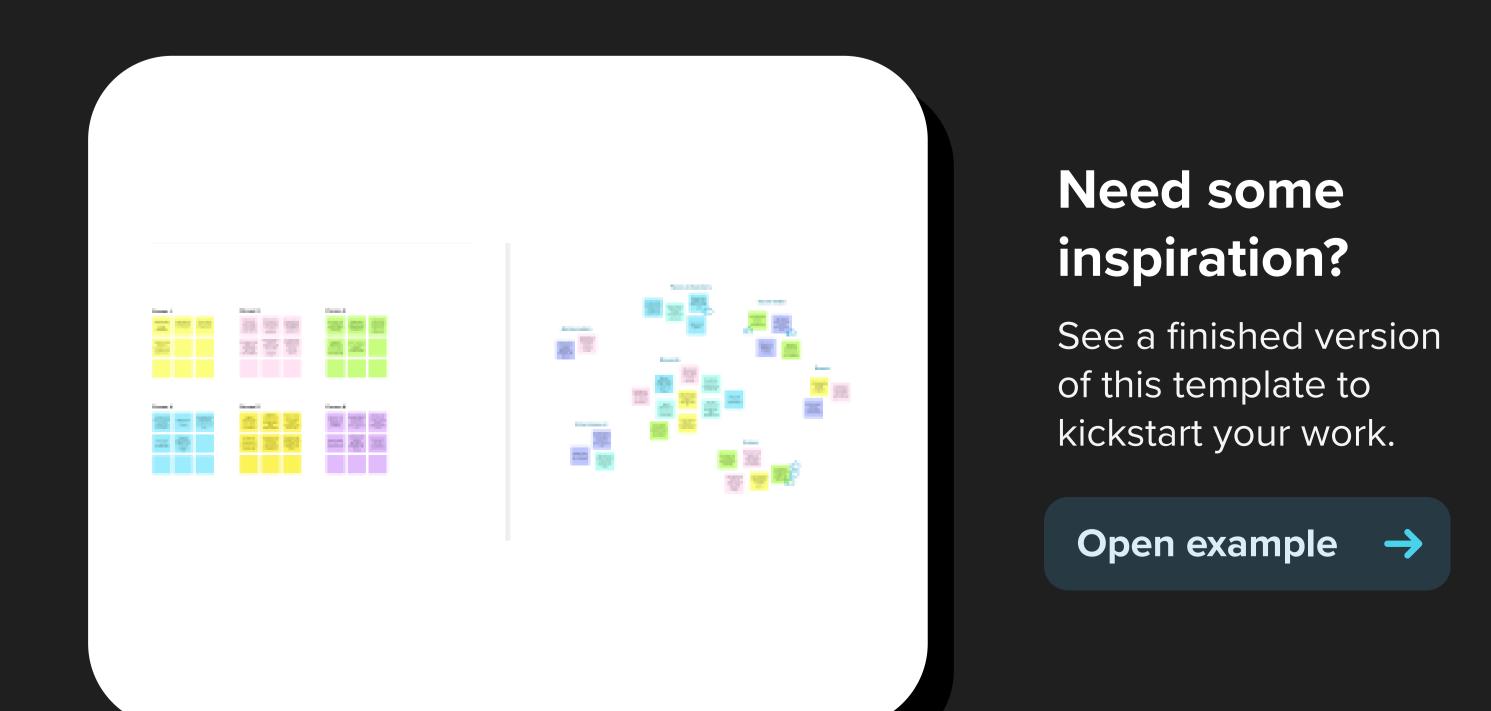


Brainstorm &idea prioritization

use this template in your own brainstoraming sessions so you team can unleash their imagination and start shaping concepts even if you're not sitting in the same room

- 15 minutes to prepare
- **30-60 minutes** to collaborate
- **3-8 people** recommended







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.





Choose your best "How Might We" Questions Defne 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.



Interested in learning more?

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





Defne your problem statement

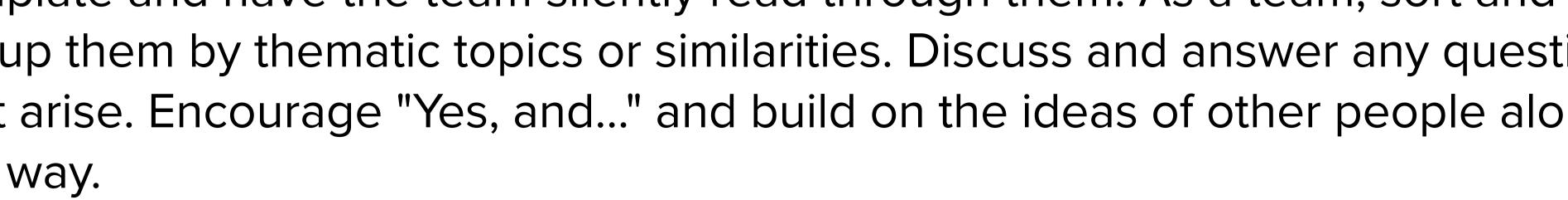
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm

① 10 minutes

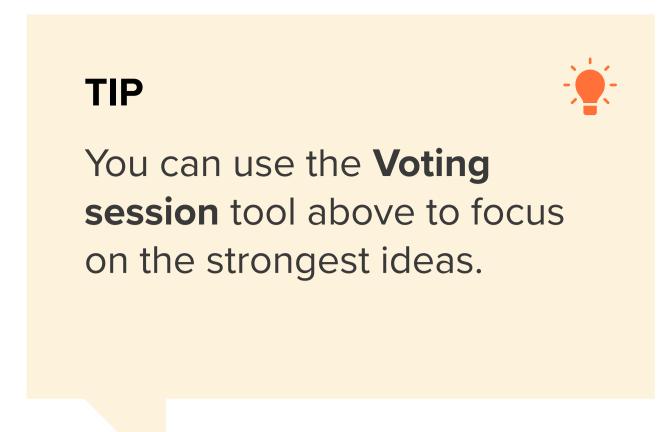


Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.



① 15 minutes



Person 1

Data collection and preparation: Collect relevant data about customer behavior, such as call logs, text message history, internet usage, and payment history. This data must be cleaned and preprocessed before it can be used for machine learning.

Person 2

Feature selection: Select relevant features that can be used to predict customer churn, such as the frequency of calls, the duration of calls, the number of text messages sent, the amount of data used, and the number of missed payments.

Person 3

Model selection and training: Choose an appropriate machine learning algorithm, such as logistic regression, decision trees, random forests, or neural networks. Train the model on the historical data to predict which customers are likely to churn.

Person 4

Retention strategies: Based on the predictions of customer churn, implement targeted retention strategies such as discounts, offers, or personalized recommendations to reduce customer churn.

