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

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**

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 productive session.

Open article →

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**

How to create a logo using canva app ?

Key rules of brainstorming
To run an smooth and productive session

- ⊕ Stay in topic.
- ⊕ Defer judgment.
- ⊕ Go for volume.
- ◉ Encourage wild ideas.
- ◉ Listen to others.
- ◉ If possible, be visual.

Brainstorm

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

⏱ **10 minutes**

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

Person 1
- EYE CATCHING
- CREATE VISUAL SALIENCE WITH POP OF COLOUR

Person 2
- A PAINT PICTURES A THOUSAND WORDS
- ENCOMPASS YOUR BRAND VIEWS

Person 3
- USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN
- USE SPACES TO THINK INSIDE THE BOX

Person 4
- COLOUR IS KEY FOR GOOD DESIGN
- BE LITERAL WITH YOUR LOGO

Person 5
- WORK WELL LARGE OR SMALL
- MEMORABLE

Person 6
- IMAGINE LOGO WITH THE SITUATION
- ATTRACTIVE

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**

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

- COLOUR IS KEY FOR GOOD DESIGN
- A PAINT PICTURES A THOUSAND WORDS
- WORK WELL LARGE OR SMALL
- BE LITERAL WITH YOUR LOGO
- EYE CATCHING
- ATTRACTIVE
- IMAGINE LOGO WITH THE SITUATION
- ENCOMPASS YOUR BRAND VIEWS
- MEMORABLE
- USE SPACES TO THINK INSIDE THE BOX
- CREATE VISUAL SALIENCE WITH POP OF COLOUR
- USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN

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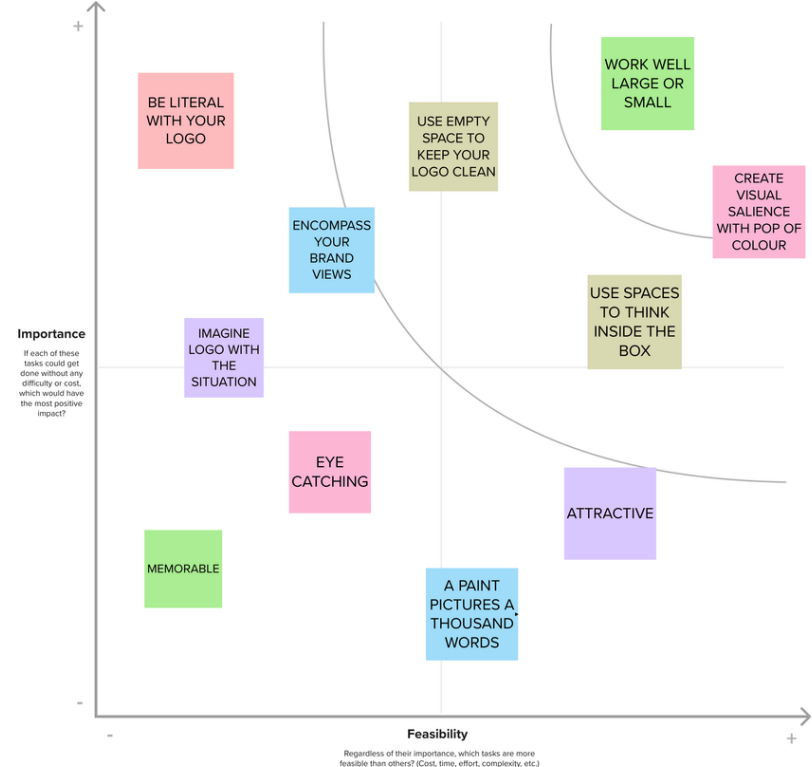
TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

Importance — If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility — Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Grid items: BE LITERAL WITH YOUR LOGO, WORK WELL LARGE OR SMALL, USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN, ENCOMPASS YOUR BRAND VIEWS, CREATE VISUAL SALIENCE WITH POP OF COLOUR, USE SPACES TO THINK INSIDE THE BOX, IMAGINE LOGO WITH THE SITUATION, EYE CATCHING, ATTRACTIVE, A PAINT PICTURES A THOUSAND WORDS, MEMORABLE

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.
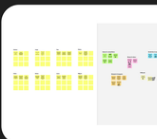Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →