

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 October 2023
Team ID	NM2023TMID07219
Project Name	Estimation Of Business Project
Maximum Marks	4 Marks


#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

**Template**



### 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're 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](#)

**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


**Process**

Identify opportunities to optimize resource allocation and enhance financial sustainability in the education sector by analyzing the intricate dynamics of operating expenses and their distribution.

**Key rules of brainstorming**

To run an efficient and productive session:

- Stay in topic
- Encourage wild ideas
- Defer judgments
- Listen to others
- Go for volume
- If possible, be visual



**Need some inspiration?**

See a limited version of this template to assist your work.

[Open template](#)

## Step-2: Brainstorm, Idea Listing and Grouping

### 3 Brainstorm

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

10 minutes

**Worksheet - Brainstorm**

Brainstorm - Topic List	Brainstorm - Topic List	Brainstorm - Topic List
Topic 1	Topic 2	Topic 3
Topic 4	Topic 5	Topic 6
Topic 7	Topic 8	Topic 9
Topic 10	Topic 11	Topic 12


### 4 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 can break it up into smaller sub-groups.

20 minutes

**Worksheet - Group ideas**

Location	Social Media
<p><b>Economic Zones Analysis</b></p> <p><b>Local Industry Partnerships</b></p> <p><b>Corporate Size and Location Efficiency</b></p> <p><b>Business Development by Location</b></p>	<p><b>Geographic Data and Engagement</b></p> <p><b>Local Community Partnerships</b></p> <p><b>Community Events and Social Media</b></p> <p><b>Geographic Data and Engagement</b></p>
Analysis of data	Benefits
<p><b>Percentage Distribution</b></p> <p><b>Comparative Analysis</b></p> <p><b>Expense Breakdown within Categories</b></p> <p><b>Correlation Analysis</b></p>	<p><b>Informed Decision Making</b></p> <p><b>Resource Optimization</b></p> <p><b>Improved Financial Sustainability</b></p> <p><b>Better Accountability</b></p>





### Step-3: Idea Prioritization



### 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

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Participants can use that talent to do it at where they, notes should go on the grid. The facilitator can confirm the spot by using the linear position holding the **key** on the keyboard.





### 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 to 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 to an experience.  
[Open the template →](#)
-  **Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

iii) Share template feedback:

