

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 October 2023
Team ID	95EA07B2B652AA1A1A5403C171EA15A5
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'll be focusing on taking 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


How to

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 finished version of this template to inspire your work.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

Workload - Task List

Task 1	Task 2	Task 3
Task 4	Task 5	Task 6

Scenario I

Scenario 1	Scenario 2	Scenario 3
Scenario 4	Scenario 5	Scenario 6

Scenario II

Scenario 7	Scenario 8	Scenario 9
Scenario 10	Scenario 11	Scenario 12

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.

10 minutes

Location

- Economic Zones Analysis
- Local Industry Partnerships
- Current Site and Location Efficiency
- Business Demographics by Location

Social Media

- Geographic Search and Engagement
- Local Influencer Promotion
- Community Events and Social Media
- Local Government and Business Support

Analysis of data

- Percentage Distribution
- Comparative Analysis
- Expense Breakdown within Categories
- Correlation Analysis

Benefits

- Informed Decision Making
- Resource Optimization
- Improved Financial Sustainability
- Better Accountability

Brainstorming

Grouping

Labeling

Step-3: Idea Prioritization

4

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

Participants were told that
certain to point at where
they noted should go on
the grid. The facilitator was
confident the spot by using
the lower portion holding the
history 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 blue print
 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 →](#)

iii) Share template feedback.

