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Brainstorm, group, and prioritize concepts as a team

# BRAINSTORM & IDEA PRIORITIZATION

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.

**PEOPLE** 1 - 10

**TIME** 60 min

**DIFFICULTY** Intermediate

**Before the session**

- Define who should participate in the session and send an invite. Share relevant information or pre work ahead.
- Think about the problem you'll be focusing on solving in the brainstorming session.

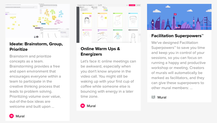
**During the session**

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

**After the session**

- Export the mural as an image or PDF.
- Share with team members who might find it helpful.

**Resources**




## 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 Might We** [your problem statement here] ?

## 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.
Remember, the key rules of brainstorming are:

Defer judgment | Go for volume | Build on the ideas of others | Stay on topic | Encourage wild ideas | Be visual

**PRO TIP**: Select a sticky note and click the pencil icon in the menu to sketch.

**10 minutes**

Name

Name

Name

## 3 Group ideas

Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

**20 minutes**

**PRO TIP**: This is a great place to use color coding. You can change the color of multiple sticky notes at once.

Group 1

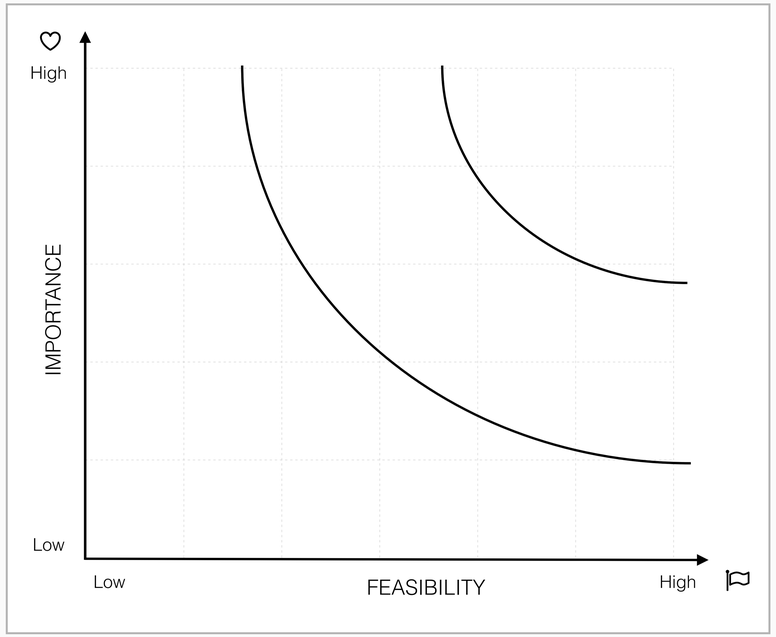
Group 2

## 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**

**PRO TIP**: Use the cursors to point at where a sticky note should go on the grid.

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