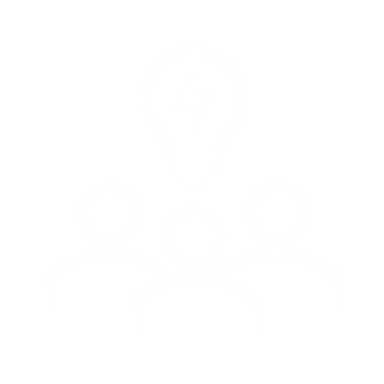
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| --- | --- | --- | --- |
| *Group brainstorm outline* | **BRAINSTORMING session** | [ Company name] [team] [date] |  |

|  |  |
| --- | --- |
| **brainstorming Name** | *Add a name for your brainstorming session – to reflect its purpose/ objective. e.g., ‘How Might We solve problem X ‘* |
| **brainstorming objective** | *State the objective of the brainstorming, e.g., ‘to generate at least 10 high-potential ideas as part of the product development process of x’.* |
| **the problem space** | *Briefly describe the problem that needs to be solved or the opportunity to be explored and help your participants get prepared to generate relevant ideas.* |
| **preparation material** | *Help your participants get prepared by providing a list of content to consume upfront. For example, articles or videos about the problem; statistics about the market and the competition; other attempts to solve the problem; the latest technologies that might be useful in solving the problem.* |
| **list of participants** | *List the key participants and their areas of expertise* |
| **guidelines & process** | *Summarize the process, describe the rules, and set the expectations and the success criteria for the brainstorming session. For example:*  *No devices: explain the rational*  *Idea assessment: explain how ideas will be processed and evaluated*  *What happens next: explain how ideas will be leveraged after the workshop* |

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