[Company name]

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Brainstorm Session Planner

Running brainstorms that produce usable ideas: a clear problem, timed idea rounds, and a shortlist with owners at the end.

Session details: Session date: _____ **Facilitator:** _____

Participants: _____ **Prepared by:** _____

Owner: _____ **Version:** 1.0 **Date:** _____

Problem statement: Problem: [Problem]. **Success looks like:** [what a good outcome is - a shortlist of ideas with owners]. **Session rules 1. No criticism during idea rounds; every idea is recorded.**

2. Build on other people's ideas.
3. One voice at a time.
4. Wild ideas welcome; judging comes later.
5. Each round is timeboxed; the facilitator moves the session on when time is up.

Idea generation rounds

Round	Method	Minutes
Round 1	Silent writing - everyone writes ideas alone	10
Round 2	Round-robin sharing - one idea each, in turn	15
Round 3	Build and combine - merge and improve ideas	15

Shortlisting: Impact: 40% **Feasibility:** 30%

Cost: 20% **Speed:** 10% **Votes per person:** 3

Selected ideas and owners

Idea	Owner	Next step	Due
Example: Move the weekly report to a shared dashboard	Office Manager	Draft the dashboard layout	30 May 2026

Completion checklist: [ ] The problem is written in one sentence and everyone can see it.

[ ] Every round ran to its timebox and every idea was recorded.

[ ] Selected ideas have owners, next steps, and due dates.