[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	**[Session date]**
Facilitator	**[Facilitator]**
Participants	**[Participants]**
Prepared by	**[Name and role]**
Owner	**[Name and role]**
Version	1.0
Date	**[DD Month YYYY]**

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

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Round	Method	Minutes
Round 3	Build and combine - merge and improve ideas	15

Shortlisting

Criterion	Weight
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

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Completion checklist

✓	Check
	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.