Ashford Business Services Ltd

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	9 November 2026
Facilitator	**Facilitator**
Participants	**Participants**
Prepared by	**Sarah Mitchell, Office Manager**
Owner	**David Okafor, Finance Manager**
Version	1.0
Date	**9 November 2026**

Problem statement

Problem: **Problem.**

Success looks like: **What a good outcome is - a shortlist of ideas with owners as agreed at the meeting.**

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

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Round	Method	Minutes

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

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.

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✓	Check
	Selected ideas have owners, next steps, and due dates.