

How to host a internal Brainstorm?

Host internal Brainstorm asking the following question "*According to the clients goal - What to do to increase KPI X, Y, etc?*"

Step by step guide here:

<https://docs.google.com/document/d/1qjfon0VE1oIHJisPm7qlm3yabYOm5g4OLMuS639jGFw/edit>

1. Ask yourself the following questions before you schedule a brainstorm:

- What is the client's objective? What Company goal are you trying to stimulate?
- What is the main KPI that will guide you throughout the process?
- What can you do to increase the KPI?

2. Try to formulate a question for the participants:

What can we do to boost the KPI xyz in order to achieve the objective xyz?

- Once you've formulated a question, sent it out / communicate it to all the participants before the brainstorm. Be sure to leave enough time for preparation.
- Ask your participants to collect ideas and write them down on a post it / piece of paper. (try to include visuals as much as possible)

3. During the brainstorm:

- Put all ideas on the whiteboard and let each person briefly explain the idea behind it.
- Once all ideas are out there, try to cluster them.
- Once you have your clusters try to prioritise your idea clusters.
- **Focus on feasibility, cost and impact**

4. You're ready to go:

You should have a plan by now

Create User Stories and put them in your client's backlog

Schedule a meeting with your client. Goal: Get your client to validate the ideas and the action plan

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