

How to Run Your First AI Ideation Workshop

A step-by-step guide to spark ideas, align teams, and prioritize where AI can make the biggest impact.

NPX ai

Step 1:

Set the Stage

Define the Workshop Goals

Clarify what you want to achieve (e.g., generate AI use case ideas, identify quick wins, align on priorities).

Outcome:

Shared understanding of purpose and expected outcomes.

Choose the Right Participants

Include a mix of:

- Domain experts
- Process owners
- IT/Data team
- Innovation champions

Block Time & Tools

Recommended: 2–3 hours. Tools: whiteboard, sticky notes (physical or virtual), and a voting mechanism (like dot voting or Miro/Mural).

Step 2:

Introduce AI

Keep it Simple

Give a short, non-technical overview of what AI is and isn't.

Include real-life, relevant examples tied to your industry or organization.

Set Expectations

Clarify that you're not solving everything today—this is about exploration, not execution

Bonus Tips!

- **Keep the energy up**—play music, add breaks, use visual examples.
- **Encourage curiosity.** There are no bad ideas in an ideation session.
- **Make it safe to speak up**—psychological safety leads to better ideas

Step 3:

Identify Pain Points & Opportunities

Map the Workflow

Ask participants to outline key processes or customer journeys.

Ask These Prompts

- Where are the bottlenecks?
- Where do we do repetitive tasks?
- Where do we wish we had more data or insight?

Outcome:

A list of friction points where AI could help.

Step 4:

Brainstorm

AI Ideas

Quantity over Quality ...at First

Encourage open thinking—
don't worry about feasibility
yet.

Start with “How Might We...” Prompts

- How might we reduce manual data entry in process X?
- How might we improve forecasting for Y?

Outcome:

A wall of AI ideas tied to
real challenges

Step 5:

Prioritize the Ideas

Use an Impact vs. Effort Matrix

Plot ideas on a grid:

- Low effort, high impact = quick wins
- High impact, high effort = strategic bets
- Low impact = deprioritize

Vote as a Group

Give each person 3–5 votes to choose ideas they believe in.

Outcome:

A shortlist of AI use cases to explore further

Step 6:

Define Next

Steps

Assign Ownership

Who will investigate top ideas further? Who needs to be involved?

Document Everything

Save outputs, take photos/screenshots, and create a quick summary to share with stakeholders.

Plan a Follow-Up

Book time to review progress, refine use cases, or start proofs of concept