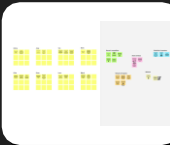# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕐 **10 minutes** to prepare
- 🕐 **1 hour** to collaborate
- 👥 **2-8 people** recommended

Share template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 5 minutes

PROBLEM
How might we [your problem statement]?

1. Data quality
2. Overfitting
3. Ethical concerns
4. Limited resources
5. Interpretability

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Lavanya K

I can research and learn about different machine learning algorithms and how they can be applied to campus placement data to identify patterns and trends.

I can work with a team of data scientists and subject matter experts to ensure that the data used in the algorithms is accurate and reliable.

I can develop and test machine learning models to ensure they are not overfitting the data and are generalizable to new data.

I can ensure that the machine learning models are transparent and interpretable, so universities and companies can understand how the algorithms arrived at their recommendations.

Nandhini Devi A

You can collaborate with other experts to develop a comprehensive understanding of the campus placement data and how it can be analyzed using machine learning algorithms.

You can establish clear guidelines for data collection and management to ensure that the data used in the algorithms is accurate and reliable.

You can explore various machine learning models and test them on different subsets of the data to determine which models are most effective for identifying patterns and trends.

You can work with universities and companies to ensure that the machine learning models are transparent and interpretable and address any ethical concerns related to the use of these algorithms in the recruitment and placement process.

Nivetha D

They can invest in building a team of data scientists and subject matter experts to develop a deep understanding of campus placement data and how machine learning algorithms can be applied to it.

They can allocate resources to ensure that the data used in the algorithms is accurate and reliable and explore different strategies for collecting and managing the data.

They can invest in state-of-the-art computing resources and infrastructure to ensure that machine learning algorithms can be implemented effectively and efficiently.

They can collaborate with universities and companies to ensure that the machine learning models are transparent and interpretable, and ethical concerns related to their use are addressed.

Ponnila S

One can advocate for increased investment in research and development to improve the effectiveness and efficiency of machine learning algorithms for analyzing campus placement data.

One can work to bridge the gap between academia and industry to ensure that the latest research and best practices in machine learning are effectively applied to campus placement data.

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕐 20 minutes

Incorporate more data sources: Consider incorporating data from additional sources such as social media, job portals, and alumni networks to provide a more comprehensive view of placement trends and patterns.

Use natural language processing (NLP): Utilize NLP techniques to extract insights from job descriptions and candidate resumes, which can provide valuable information on required skills, experience, and qualifications.

Implement ensemble learning: Combine multiple machine learning models to improve prediction accuracy and reduce bias. Ensemble learning can also help identify outliers and anomalies in the data.

Focus on feature engineering: Feature engineering involves selecting and transforming variables to improve model performance. Invest time and resources into selecting and engineering the most relevant features for identifying patterns and trends in campus placement data.

Collaborate with industry partners: Partner with industry experts and employers to gain insights into their hiring practices and requirements.

Prioritize

Your team shall all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

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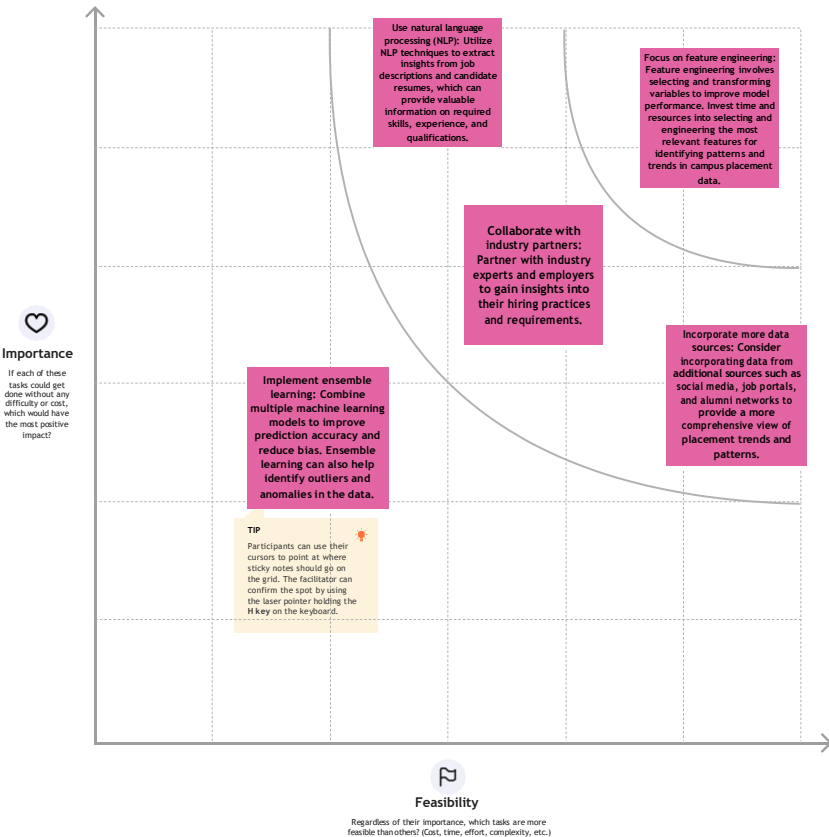
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After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example →