

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID05682
Project Name	The Future of Work: Data Analysis of Glassdoor Jobs
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.



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.

Reference:

<https://app.mural.co/t/glassdoorproblems6141/m/glassdoorproblems6141/1699169353608/9e8429c58dea02d691763cb69f675cceb4e3eb65?sender=u1951fe5ffc0f2e5b20b03897>




## Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template



### 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 complete  
 5 hours to collaborate  
 2-8 people recommended

 1


#### 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.


 15 minutes

 1


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


 2

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

 3


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


[Open entire](#) 

 1


#### Define your problem statement

Understanding job market trends and sentiments from Glassdoor data to optimize career decisions and enhance workplace environments.

 5 minutes


 1


**How might we [your problem statement]?**


 2


#### Key rules of brainstorming


To run an smooth and productive session


 Stay on topic

 Encourage wild ideas

 Define judgement

 Listen to others

 Go for volume

 If possible, be visual

## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

Utilizing Glassdoor data to uncover industry-specific skill gaps and improve job market transparency for informed career choices

🕒 10 minutes



3

### Group ideas

Job demand by industry, in-demand roles, talent acquisition insights and retention strategies, Actionable strategies for companies and job seekers, identifying in-demand skills by industry and role, Regional variations and role-specific benchmarks.

🕒 20 minutes

### Step-3: Idea Prioritization



#### Prioritize

salary insights and employee sentiments for comprehensive job analysis. Focus on salary benchmarks and employee sentiments for crucial job market insights.

🕒 30 minutes

