

# 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

How can we increase

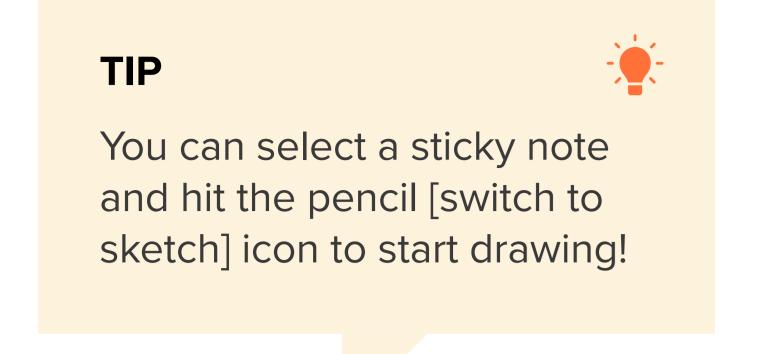




## Brainstorm

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





# K. ASHOK KUMAR

# **G RAMKUMAR**

memorable and enjoyable	Staff train Ensure the
stay for guests.	staff are w trained

# D ARUN KUMAR

Ensure that staff are well-trained	Continuous improvement:	
This can	: Provide	
help attract	flexible	
new	booking	
customers	options	

## **R KALIDHASAN**

Loyalty programs, and promotional packages	This can help attract new customers and retain existing ones.





# **K VALLARASU**

	This can help
corporate	attract new
wellness	customers
offerings	and retain
	existing ones.

Guests and	
help the hotel	ı
stand out from	ŀ
its competitors.	

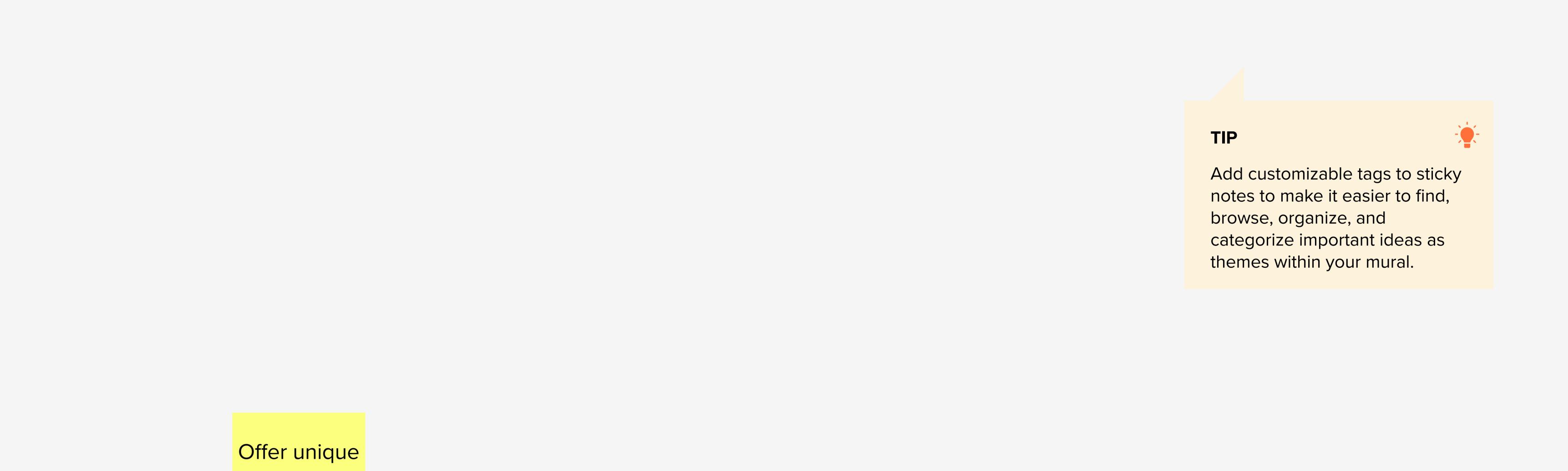




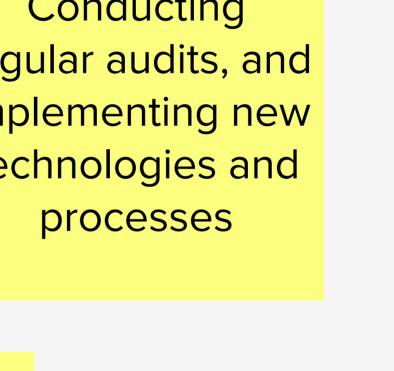
# Group ideas

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.

① 20 minutes







## Prioritize

Your team should 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.

① 20 minutes

