

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	25 October 2022
Team ID	PNT2022TMID03886
Project Name	Corporate Employee Attrition Analytics
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://www.mural.co/templates/empathy-map-canvas>

### 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 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

- A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C 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**


Employee Attrition is a major cost to an organization and predicting such attrition is the most important requirement of the human resources department in many organization. In this problem our task is to predict the attrition rate of employee of an organization.



### Key rules of brainstorming

To run a smooth and productive session

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



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

[Open example](#)

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

2

### Brainstorm

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

10 minutes

#### SNEHAA S

Attrition Analysis contributes to the details generated by HR Managers on employees leaving the company. The metrics offer accuracy in terms of the reason given by employees themselves. Apart from this wider avenue for change and dynamism also emerges from analysis of attrition.

#### SHWETHA G

Employee Attrition Analysis is specifically focused on identifying why employees voluntarily leave, what might have prevented them from leaving, how we can use data to predict attrition risk.

#### NIVEDHA B

Attrition Analysis can help HR leader find the root cause of the problem and predict when the employees will leave and why. With this data employers make changes to improve attrition range.

#### RANJANAA Y

The model estimates the attrition risk for your employee population in real time, which is recalculated every time an employee submits feedback. The Aggregated that, segment-level view keeps the accuracy of your prediction high while protecting individual employee identity.

#### JEEVITHA P

Employee Attrition is a major cost to an organization and predicting such attrition is the most important requirement of the human resources department in many organization. The metrics offer accuracy in terms of the reason given by employees themselves.

3

### 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 can break it up into smaller sub-groups.

20 minutes

Identify your retention problem

Training impact on performance and promotions

Building on the resignation rate, perform an analysis using a clustering algorithm to determine what factor increase and decrease resignation

Experiencing high turn over with this group, you may consider focusing on those areas of concern.

look for causes of employee turn over

Choose the right work force analysis solution for the job

Tackle turn over with the tailored employee retention program

Promotions actioned to employee

Implementing a one-size-fits all retention program is the antithesis of strategic HR



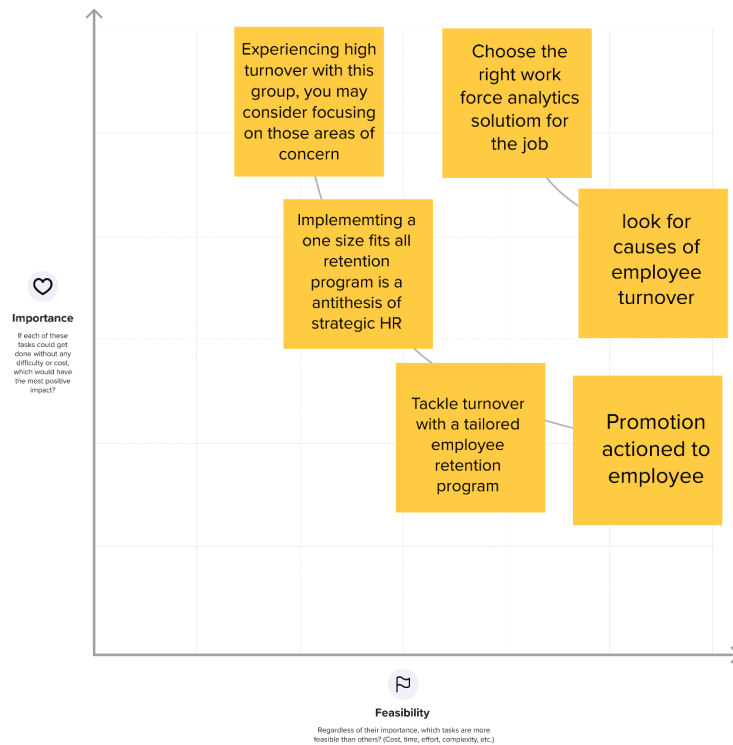
### Step-3: Idea Prioritization

4

## 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.

🕒 20 minutes






### 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
  - B 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](#)