

# Ideation Phase


## Brainstorm & Idea Prioritization

Date	14 October 2022
Team ID	PNT2022TMID09641
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.

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



## 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

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### 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

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**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.

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### 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

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**PROBLEM**

How might we [your problem statement]?

**Key rules of brainstorming**

To run a smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

MAHITHA

LIPIKA

KIRTHANA

ASWINI

Tip

Stick notes on a wall or board and vet the points (points to select, reject or need thinking)

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

Tip

Add extra sticky notes to bring notes to make a cluster to find keywords, organize and categorize them and, then as you are adding your ideas

Step-3: Idea Prioritization

3

Group ideas

It's all about 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

Tip

Add extra sticky notes to bring notes to make a cluster to find keywords, organize and categorize them and, then as you are adding your ideas

4

Prioritize

Your team should sit on the same page about what's important moving forward. Place your ideas on the grid so everyone sees what does and doesn't matter and which are feasible.

20 minutes

Tip

Put your ideas on the grid so everyone sees what does and doesn't matter and which are feasible.

5

After you collaborate

You can export the results of your ideas to get to the next step: how you will put your ideas into action.

Quick actions

Share the results

Export the results

Keep moving forward

Strategy blueprint

Customer experience journey map

Strategic, measurable, opportunities & threats

Share templates