

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID21456
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://app.mural.co/t/ibmnalaiyathiran7504/m/ibmnalaiyathiran7504/1666014486514/e400460b7efbe2dd9b08cd6401f97052a428fc09?sender=u8743749174714473d36c4374>

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

- 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.

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Team Leader - Naganathan.M

Team Members: Aathishwaran.D
Meiyappan.A
Saheel Agthar.S

1 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 might we [your problem statement]?**

Key rules of brainstorming

To run an 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

Tip: You can select a sticky note and hit the pencil icon to start drawing!

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 customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they arise within your mural.

Nagathan M

Analyze the workforce

Check each persons ability to work

team with innovative ideas

Because we spend so much of our time and resources on computers now, we have the opportunity to make our work more efficient. We can use a lot of time in a day, even in a high number of hours, and we can use that time to do things that are more important than our current work.

when managing people, it can be difficult to remember who you've given feedback to, and what the feedback was.

Analysis can also happen through conversations with managers in those same high and low performing groups. If you don't have a system in place for tracking numbers at all.

Aashishwar D

Build teams according to personalities.

Analyze the strength and weakness of each member.

Motivation of the employee to work

If you build a team that only focuses on making money, you may get a lot of people who are motivated, but the chance that those same people can survive out of the details are slim.

If you fill your teams with detail-oriented teamsters, you may never innovate.

Take advantage of learning opportunities to get decisions made and move projects forward, but also build teams that include people who are not for details.

Melnyapen A

Goal setting and engagement

Without goals is a struggle for most of the employees

Self Actualization

Esteem needs: Prestige and feeling of accomplishment.

Safety needs: Security and safety

Physiological needs.

Sheel Adith S

Hire and fire the right people

Spend time defining skills, values and personalities that work best for the roles.

The right fit could stay for years.

Get rid of these people before they poison the waterhole

Many employees who can't handle workload, values, culture should be fired.

Engaged and productive employees will make a lot of a better investment when rewarded by performance incentives, who have the ability to make progress.

Turns out, your employees are adults. Working from home, working remotely, flexible time off for family needs, paternity and maternity leave - all these increase employee satisfaction, and good employees stay productive anyway

Overworked employees have little time for learning, and learning increases engagement, so that's bad. A company that values learning and development sends the signal to its employees that they want people to build careers, not just do a job. Learning and training can also pay off for the company, making it easier to promote from within.

We wish all of our employees were intrinsically motivated to do a good job for its own sake, but without goals to meet and exceed, many of us struggle to get started. And you can't solve the problem just by throwing money at it.

Hire an fire may sound reductive, but spend more time finding and engaging the right people and ensuring that the benefits and pay you offer line up with regional and industry benchmarks

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