

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID36081
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

➔

#### 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.

[Open article](#) ➔

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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**

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 organizations. In this problem our task is to predict the attrition rate of employees 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.

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

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### 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.

#### KIRUTHIGA

The Attrition Prediction 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.

#### SUVETHA

Employee Attrition Analytics 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.

#### SWETHA

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.

#### BHAVANI

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

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### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 themes within your board.

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 analytics 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.

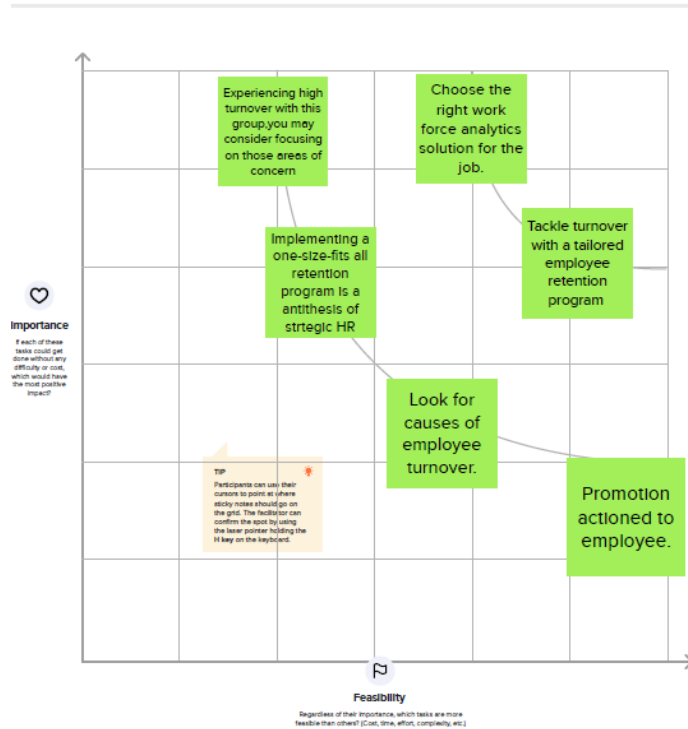
## Step-3: Idea Prioritization



### 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.

5-10 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



#### Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



#### 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 ->](#)

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