

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	14 October 2022
Team ID	PNT2022TMID54156
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.

- 1. Introduction to problem
- 2. 1 hour to collaborate
- 3. 2-3 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:

- 1. **Introduction**

**Team gathering**

Invite other creative participants to the session and make an agenda. Host a relaxed environment so everyone's relaxed.

**Set the goal**

Think about the problem you're looking to solve during the brainstorming session.

**Learn how to use the facilitator tools**

Use the Facilitator's Suppport to set a happy and productive session.

**TEAM LEADER:**  
MEVETHA B

**TEAM MEMBERS:**  
VIDHYA U  
SRUTHIRA R  
VIDYASRI S

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a clear, brief, and specific statement. This will be the focus of your brainstorm.

**Question:**

How might we [your problem statement]?

**Key rules of brain storming**

To get successful and productive session:

- 1. Stay focused
- 2. Encourage wild ideas
- 3. Welcome judgment
- 4. Build on others
- 5. Go for quantity
- 6. One idea at a time

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

### Brainstorm

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

45 minutes

Tip: You can generate ideas by asking "What if...?" and "How can we...?"

IDEAS	IDEAS	IDEAS	IDEAS
1. Increase productivity	2. Improve customer service	3. Reduce costs	4. Enhance employee engagement
5. Streamline processes	6. Invest in training	7. Optimize resources	8. Foster innovation
9. Implement new technology	10. Encourage feedback	11. Simplify tasks	12. Build a strong team
13. Hire top talent	14. Create a positive work environment	15. Monitor progress	16. Celebrate successes
17. Develop clear goals	18. Encourage collaboration	19. Stay organized	20. Communicate effectively
21. Set deadlines	22. Delegate responsibilities	23. Stay motivated	24. Seek help when needed
25. Stay focused	26. Take breaks	27. Stay positive	28. Stay flexible
29. Stay calm	30. Stay confident	31. Stay resilient	32. Stay adaptable
33. Stay open-minded	34. Stay curious	35. Stay humble	36. Stay grateful
37. Stay honest	38. Stay respectful	39. Stay kind	40. Stay patient
41. Stay polite	42. Stay courteous	43. Stay considerate	44. Stay helpful
45. Stay cooperative	46. Stay supportive	47. Stay encouraging	48. Stay inspiring
49. Stay motivating	50. Stay empowering	51. Stay enabling	52. Stay uplifting
53. Stay energizing	54. Stay refreshing	55. Stay revitalizing	56. Stay rejuvenating
57. Stay invigorating	58. Stay stimulating	59. Stay invigorating	60. Stay stimulating

### Group ideas

Take turns sharing your ideas while clustering similar or related ones 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.

45 minutes

- Lack of career growth
- Poor Working environment
- say no to less pay
- Demotivated Employees
- Performance Appraisals
- Cultivate team spirit
- Train your Middle manager
- Allot responsibilities Wisely

## 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.

45 minutes

Importance

Feasibility

Importance of your idea (1-4) (1 = most important, 4 = least important)

Feasibility of your idea (1-4) (1 = most feasible, 4 = least feasible)

### After you collaborate

You can export the board as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the board** Share the board with stakeholders to keep them in the loop about the direction of the solution.
- Export the board** Export a copy of the board as a PDF or PPT to share as a document, or save it to 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, emotions, 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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