# Ideation Phase Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID01297
Project Name	GLOBAL SALES DATA 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

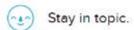
### PROBLEM STATEMENT

Many global, industry-leading brands are now using their sales data in ingenious ways to make better business decisions, but any company can take advantage of insights and reporting tools to achieve data-driven sales success. In this article, we reveal how you can use datadriven sales to achieve your company's specific goals and needs.



## Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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

# Brainstorm Write down any ideas that come to mind that address your problem statement. (\*) 10 minutes Harika Layou at Layou a



### **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

20 minutes

