


Ideation Phase

Brainstorm & Idea Prioritization




Date	21 September 2022
Team ID	PNT2022TMID25104
Project Name	Corporate Employee Attrition Analytics
Maximum Marks	4 Marks


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

**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.

[Open article](#) →




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


PROBLEM


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

Kishore D

Collecting
Feedbacks
Frequently.

Data of
Employees
Works.

Data of
Working
Hours.

Data of
Finished
Projects.

Gokul S

Collection
of
Data.

Taking
Surveys.

Gives
Needed
Resources.

Employees
Leave
Records.

Kunal K

Employees
Salary
Data.

Employees
Experience
Data.

Data of
Working
Locations.

Data of
Employees
Educational
Level.

Abdullah S

Employees
Skills
Data.

Data of
Team Works.

Data about
Employees
Salary
Expectation.

Data About
Employees
Priority
Domains.

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

Needed Dataset

Employees
Salary
Data.

Data of
Finished
Projects.

Data of
Working
Hours.

Employees
Skills
Data.

To Do

Collect,
Prepare
And Explore
the Dataset.

Compare and
organize with
Different
Data.

Find
Problems Of
Employees

Solve it
Through Data
Driven
Decision
Making

Factors That Causes Employees

Salary.

Career
Growth

Environment
Adaptation.

No
Appraisal.

Changing
Shifts.

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

