

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	21 October 2023
Team ID	E9AE8BC8D7FDD2196F54A7DC24AA430E
Project Name	The Future Work Data Analytics on Glassdoor jobs
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization




Step-1: Team Gathering, Collaboration and Select the Problem Statement


Template



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.

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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


PROBLEM


The goal is to use Glassdoor job posting data to gain insights into the future of work. This involves finding high-demand job roles, essential skills, industry trends, and competitive salaries. Understanding company culture and benefits aids informed career decisions, and we aim to identify job market gaps to balance supply and demand. This helps individuals and organizations make informed decisions and stay competitive in the evolving job market.





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

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 (switch to sketch) icon to start drawing!

Person 1

Job posting reflects the company's commitment to providing employees with a positive work environment.

Hearing from current employees through Glassdoor reviews helps me get a sense of the company culture.

Person 2

to explore potential career growth opportunities mentioned in this job description.

curious to know more about the specific projects and achievements of the company.

Person 3

the workload described in this posting will impact work-life balance.

The skill requirements in the posting make me feel both excited about my qualifications and nervous about meeting them.

Person 4

learn more about the company's leadership and management style."

Glassdoor rating of the company influences my perception of this job posting.

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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

Anticipate networking with employees for insights.

Curiosity about company projects, achievements, leadership, and management.

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

