

Ideation Phase

Brainstorm & Idea Prioritization

Date	27 February 2025
Team ID	PNT2025TMID00740
Project Name	Global Food Production and Trend Analysis
Maximum Marks	4

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

Brainstorm & idea prioritization

Global Food Production and Trend Analysis

90 minutes to complete
5 hour to collaborate
4 people

Before you collaborate

Team gathering

- Brainstorming
- Brainstorm
- Solid Decision
- Team Proposal

Set the goal

- Assess current global food production trends.
- Identify trends and patterns in food production.
- Evaluate the impact of climate change on food production.
- Develop food security and sustainability issues.
- Explore sustainable practices in food production.

Key rules of brainstorming

To use an smooth and productive session

- Stay in topic.
- Defer judgement.
- Go for volume.
- Knowledge is not ideas.
- Listen to others.
- If possible, be visual.

Define your problem statement

The Global Food Production Analysis project aims to comprehensively assess the current state of food production across the globe, identify key trends and challenges, and explore sustainable practices that can enhance food security and environmental sustainability. This project will leverage data analysis, stakeholder engagement, and innovative methodologies to provide valuable insights for policymakers, agricultural producers, and communities.

How might we explore sustainable practices that can enhance food security and environmental sustainability?

Need some inspiration?

Use a library of ideas or a random generator to inspire your work.

[Open examples](#)

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

Strategic

- What ideas emerge?
- Strategic Plan
- Strategic Vision

Social Desires

- What ideas emerge?
- Values
- Norms
- Beliefs

Taxonomic Proposition

- Strategic Plan
- Strategic Vision
- Strategic Beliefs

Strategic Beliefs

- Strategic Plan
- Strategic Vision
- Strategic Beliefs

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

Data and Evidence-Based Insights

- What ideas emerge?
- Strategic Plan
- Strategic Vision
- Strategic Beliefs

Sustainability and Innovation

- Strategic Plan
- Strategic Vision
- Strategic Beliefs

Practical Implementation and Community Engagement

- Strategic Plan
- Strategic Vision
- Strategic Beliefs

Collaborative Knowledge Sharing

- Strategic Plan
- Strategic Vision
- Strategic Beliefs

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

TOP

Participants can use their cursors to point at relevant 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.

