

Ideation Phase

Brainstorm & Idea Prioritization Template

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.

1. Brainstorm: Generate creative ideas for improving talent management in HR, fostering innovation in recruitment, employee development, and retention.

2. Idea Prioritization Map: Systematically assess and rank these ideas based on their potential impact on HR success, aligning them with organizational goals to ensure efficient talent management strategies.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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



Measuring success in talent management

Brainstorming framework to explore various aspects of measuring success in talent management:

🕒 10 minutes to prepare

🕒 1 hour to collaborate

1

Problem statement

Organizations often struggle to assess and measure the effectiveness of their talent management strategies, leading to challenges in optimizing workforce performance and retaining top talent.

PROBLEM

How might we create an HR Scorecard capable of quantifying success in talent management.



Key rules of brainstorming

To run a 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.

Person 1

Recruitment Cost Efficiency	Performance Metrics Scorecard	HR Analytics Benchmarking
Succession Planning Dashboard	Employee Productivity Dashboard	Recruitment Funnel Visualization

Person 2

Promotion Readiness Assessment	Career Path Navigator	Candidate Sourcing Funnel
Learning and Development Impact Report	Team Collaboration Scorecard	Benchmarking Against Industry Standards

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.

🕒 30 minutes

Recruitment and Onboarding

Recruitment Cost Efficiency	Recruitment Funnel Visualization
Candidate Sourcing Funnel	

Succession Planning and Career Growth

Succession Planning Dashboard	Career Path Navigator
Team Collaboration Scorecard	

Employee Performance and Development

Employee Productivity Dashboard	Performance Metrics Scorecard
Learning and Development Impact Report	

HR Analytics and Benchmarking

HR Analytics Benchmarking	Benchmarking Against Industry Standards
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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

