



Reaffirming the challenge statement

What is this?

In this stage, your group will pick up on the work you did when planning the Innovation event. They will re-assess the challenge statement you wrote and ensure that given their diverse knowledge of the challenge, it is still focused on creating value for the organisation.

This is your group's opportunity to invest time in clearly understanding the challenge. By detailing precisely what it is they are wanting to resolve, they may need to re-write the challenge statement, focusing on more important issues to be able to assess the best solutions and receive adoption support from stakeholders.

How it works

Step 1

Your first task is to ask your group to strip away all the history, company narrative and any previous attempts at solving the problem you are conducting the Innovation event around.

Now ask your group to write down as clearly as they can the problem they are trying to solve – and only that. What they write doesn't need to be elegant or compelling, just factual.

Step 2

Now, by applying the techniques outlined in the 'How to write a challenge' exercise, they can start to add in layers of information that will make the challenge benefit-focused and objective-focused.

1. Is it inspiring?

Consider the group's use of language. It needs to inspire their thinking.

2. Is it emotional?

It's important to evoke empathy and emotion is your group when reaffirming the challenge.

3. Is the challenge aligned to a specific objective or need?

Is the challenge aligned to a specific objective or need? Ask the group to consider how the challenge aligns to the strategic plan for the organisation.

4. Have you ensured there is no bias or that the solution is NOT in the challenge?

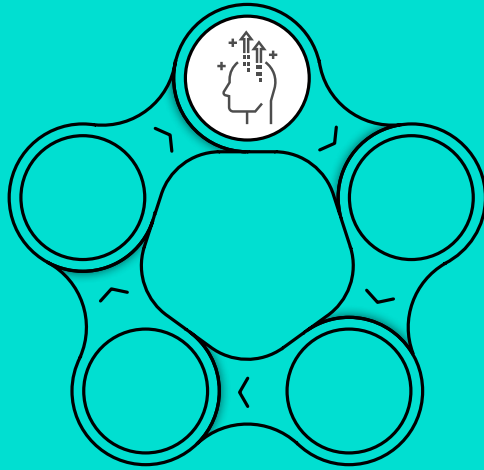
As your group define the problem, ensure they avoid focusing too much on a specific solution or they may end up introducing bias into the challenge design and limiting innovation. Or they may put the solution into the question.

Why it works

A poorly defined challenge risks three things:

1. An uninspired group
2. Woolly or ineffective ideas
3. Expensive innovation which could have been achieved much more cost-effectively had the group been given more freedom to think.

Hint: Only use this tool in this Immersion stage when you are running short Innovation events. For longer events, it is much more powerful to use the 'How to write a challenge' process outlined in the Introduction section of this guide, and direct your group to action each step, rather than you doing the research for them.



THINK O T B
FLYWHEEL
LIVE

THINK O T B

Want to know more?:

visit: outsidethebox.co.uk call 0113 824 1557 email: hello@outsidethebox.co.uk
Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ