

Flywheel – Stage 1 of 5

Immersion


Exploration

Consolidation

Activation

Adoption

Critical Success Factors – step 1



What is this?

This matrix is an incredibly useful way to objectively decide which ideas best answer the challenge.

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How it works

This Critical Success Factors table is used to define the most important components of the challenge in the Immersion stage and provides a weighting for each idea later in the Consolidation stage, to reveal the strongest to take forwards.

Step 1

Start by asking the group to decide which factors will make an idea successful. This tool is best performed by a range of stakeholders who understand different elements of the innovation challenge. Depending on the nature of the challenge, these stakeholders may be the group members, or external parties.

Critical success factors can be anything that will make or break the final innovation. For instance, if we were creating a new safety helmet, the critical success factors could be:

- Absorbs impact
- Streamlined accessories
- Shields scalp, face & neck
- Stylish
- Comfortable
- Water resistant
- Slow burning
- Cost of manufacture
- Breathable

Step 2

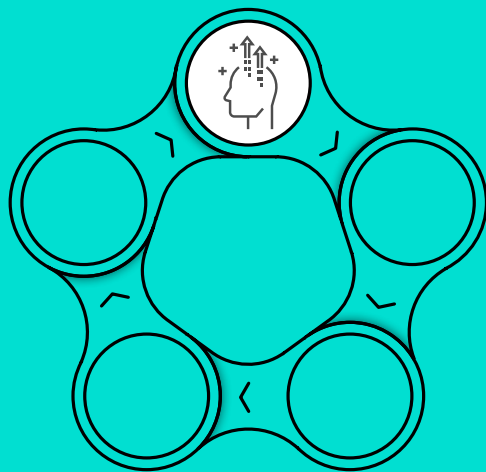
This list addresses the wearer experience, the safety elements and the manufacturing process, but is a bit long – between four and six factors is best. To refine the list, ask the group to discard the least important factors and combine any that cross-over one another. Our condensed list is:

- Absorbs impact
- Shields scalp, face & neck
- Water resistant
- Slow burning
- Cost of manufacture

Step 3

Working as a group, apply a weighting to each factor from a common pool of 100%.

Through facts, research, experience, discussion, voting and compromise, settle on the final weightings.



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Want to know more?:

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