


# Stop – Continue – Start



## What is this?

This is a simple and effective way for the group to reflect on the challenge and decide what the final innovation must enable users to stop doing, continue doing and start doing (see example 1 over page).

# How it works

## Step 1

Working as the whole group, ask the group to discuss which activities the final innovation must enable users to stop, continue and start doing. Use the template, a whiteboard, sticky notes, or online document such as Google Docs to capture all of these.

The important idea in this step is that items must be 'activities' rather than 'ideas' (example 2 over page demonstrates 'ideas').

## Step 2

Combine all the individual contributions, duplicates and similar actions, and discard any which aren't in scope.

## Step 4

With the vote complete, the final list of what the innovation must enable users to stop doing, continue doing and start doing is set and can be put on a wall or in a central digital place for the team to refer back to during the Innovation event.

✓ Stop cc-ing in all stakeholders on status emails

X Status emails go out to everyone, do we really need to do that?

To ensure everyone understands each activity and the reasons for putting it under a heading, it's a good idea to make each action visible to the whole group so they can be discussed, clarified, and challenged where necessary.

## 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.

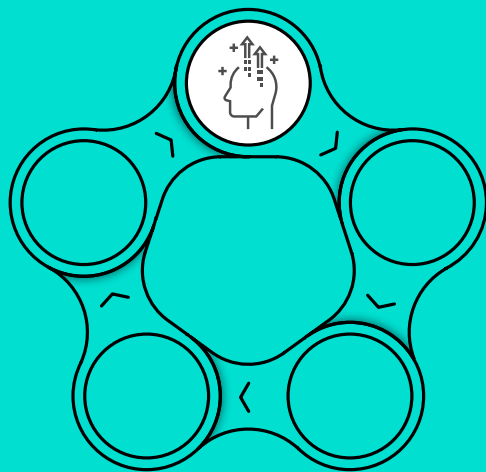
# Why it works

Stop – Continue – Start is a fast, simple and effective method for clearly defining small, achievable actions. The process makes it easy for the group to:

- clarify the innovation challenge
- weight the impact of actions
- reach a consensus based on shared priorities
- gain momentum and energy early in the Innovation event.

## Example 'Stop - Continue - Start' activities

Stop	Continue	Start
CC-ing in all stakeholders on status emails	Morning briefings	Allocating time and resources to information sharing
Filtering company news before sharing	Safety focus days	Organisation-wide newsletter – what's happening across the organisation
Activities that <ul style="list-style-type: none"><li>• are inefficient</li><li>• waste time or resources</li><li>• have a negative impact on the way people work or the way they work</li></ul>	Activities that the organisation has tried and were successful but are not common practice yet	Activities that may <ul style="list-style-type: none"><li>• improve processes</li><li>• reduce waste</li><li>• have a positive impact on the way a team operates</li></ul>



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