



Critical Success Factors – step 2

What is this?

When ideas are clouded by subjectivity, this technique quickly highlights the strengths of an idea using input from across the group. Weaker ideas will not stand up to the criteria and will fall out of the process.

How it works

Step 1

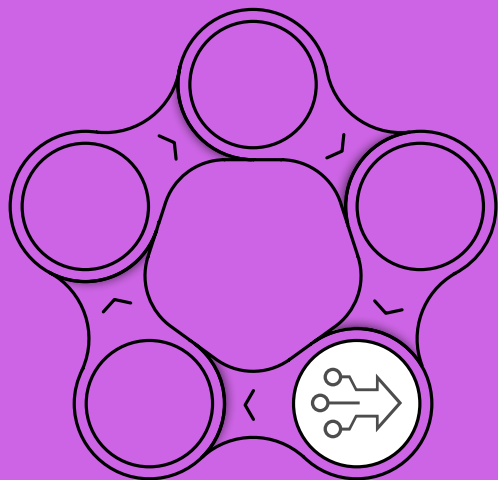
Make sure you pick up your Critical Success Factors card from the Immersion stage. With that completed, you can now take each idea individually and ask the group to score it out of ten for how it performs against each factor (ignore the weightings for now).

This score should be discussed and debated as a group until a score out of ten has been decided for every idea.

Step 2

You can use the Critical Success Factors calculator below to calculate the final score for each idea. You can also calculate it yourself by multiplying the idea's score by the corresponding weighting and putting that number in the 'weighted score' column. Then add up all the weighted scores for an idea together.





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Want to know more?:

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