



Impact and ease

What is this?

This task simply charts all the ideas on a matrix of impact on the organisation against the ease of implementation. It can also be used to prioritise the order that ideas are activated and to assess the likelihood of an idea being accepted into the organisation.

How it works

Step 1

Ask the group to choose one idea at a time and give it a score out of 10 (0 being low, 10 being high) for the impact it will have on the organisation. To help them score it, think about criteria such as e.g. improving Health & Safety, saving budget, reducing time on a project etc.

Step 2

Again, taking each idea, ask the group to give it a score out of 10 for the ease of implementation (0 being very easy, 10 being very difficult / time consuming). To score it, they might consider criteria such as available personnel, production capability, available budget etc.

Step 3

Now draw a graph, with impact on one axis and ease of implementation on the other. Now ask one person to plot the scores for each idea on the graph.

Step 4

The best ideas are likely to be those that have the highest impact on organisation and are easy to implement.

Why it works

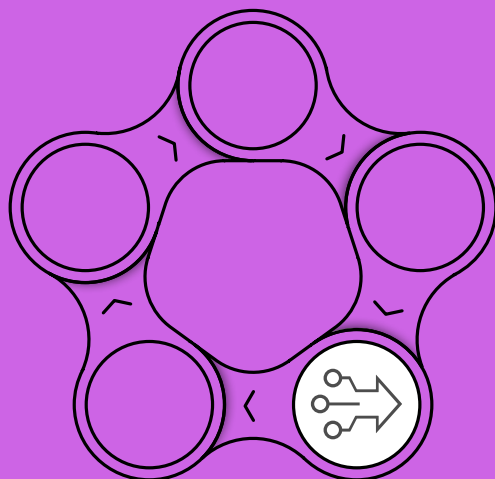
This technique provides an objective way of prioritising the activation of innovations and may even provide opportunities to strengthen ideas once the criteria for impact and ease are defined.



Hint: Most groups start to have interesting conversations about the criteria for impact on sales and ease of implementation. Don't rush them, this is really important.

Of course there's no right or wrong so it's important to watch the dynamics in your group to ensure share of voice. If you are not careful you will get some people dominating.





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