



It's all about the potential

What is this?

So many ideas are generated in the exploration stage so it's important to get a sense of how many viable ideas have been generated early on so that the group know how best to spend their time. Although ideas are not fully formed yet, this assessment of their potential is a good indicator of their viability.

How it works

Step 1

Draw a triangle and divide it horizontally into three sectors. Label the top one 'Promising', the middle section 'Possible' and the bottom section 'Poor'.

Step 2

Sort all the ideas generated so far into three piles corresponding to the categories above.

Step 3

Count up the ideas in each pile and write the number of ideas in the corresponding section on the triangle.

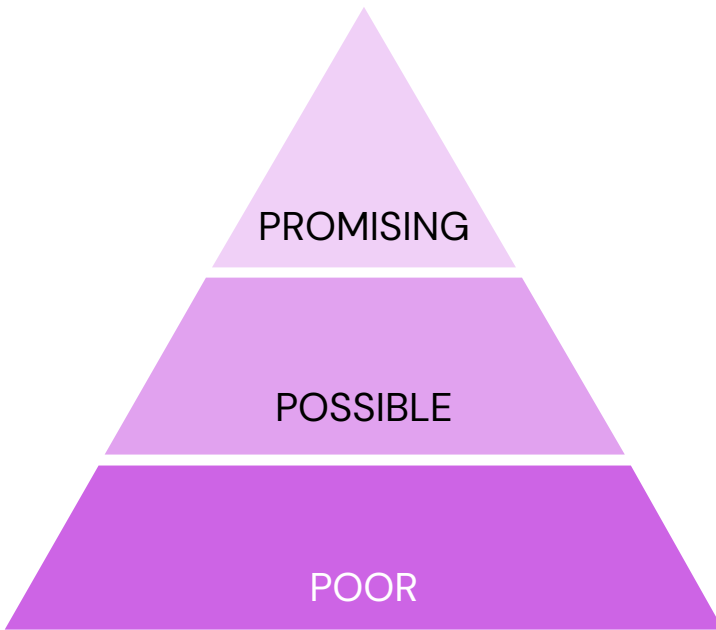
Step 4

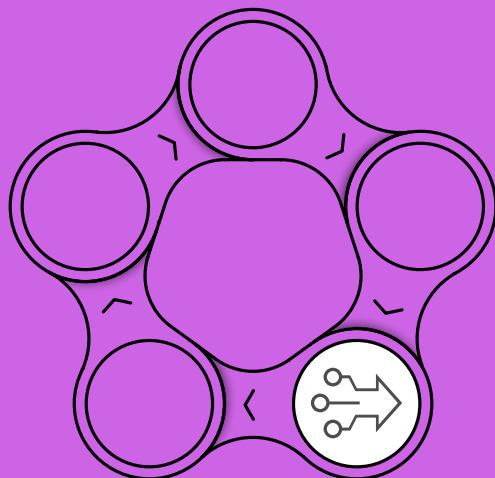
If there is just one idea in the 'Promising' section, that might be enough. If there are none, then look how many ideas are in 'Possible' and be specific about which ideas to spend time developing.

If there is enough potential in all the ideas in the top two sections, then discard all the ideas in the 'Poor' section.

Why it works

When you have a large number of ideas, this tool is useful for sorting them into broad groups so you get a feel for their potential and where to focus your time next.





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