



# Two out of three is bad

## What is this?

When you have a large number of potential ideas, this is a useful tool for witting them down against key criteria, rather than pure creativity.

# How it works

## Step 1

Draw a triangle for all the group to see.  
Mark each point with one criterion:

- **On brief**
- **Achievable**
- **Viable**

## Step 2

Now take each idea at a time and ask is it on brief? If not, can you change a fundamental part to get it back on brief? If not, the idea goes no further.

If the idea is on brief, is it achievable?  
If it can't realistically be done,  
then the idea goes no further.

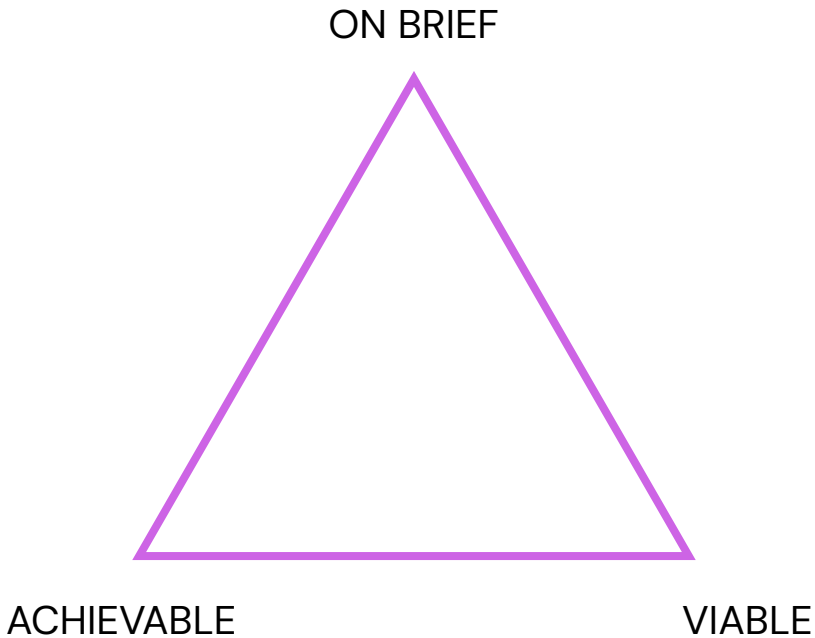
If the idea is on brief and is  
achievable, is it financially viable?  
If not, the idea goes no further

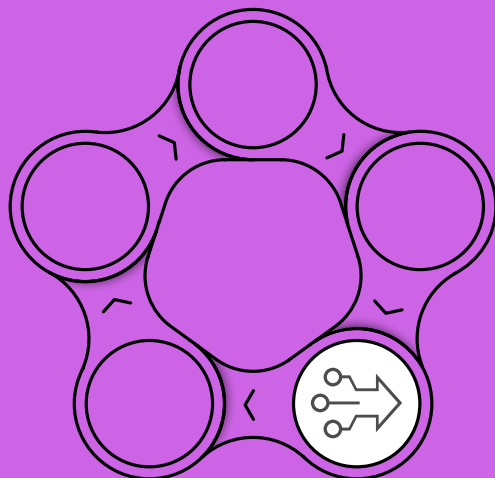
## Step 3

Each idea must confidently tick all three criteria to confirm that an idea is worth pursuing. If it fails on one criterion, can the idea be adapted to fit the criterion? If not, the group must reject the idea.

## Why it works

These three criteria are fundamental to creating a successful innovation. If an idea fails at this stage, it is better to spend the group's time and effort on ideas that have the potential to become an innovation.





THINK O T B  
**FLYWHEEL**  
*LIVE*

THINK O T B

Want to know more?:

visit: [outsidethebox.co.uk](http://outsidethebox.co.uk) call 0113 824 1557 email: [hello@outsidethebox.co.uk](mailto:hello@outsidethebox.co.uk)  
Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ