



The good and the bad

What is this?

This tool helps you identify the good and bad elements of an idea and reveal whether it's an original idea or inspired by something else.

How it works

Step 1

Draw a grid that's two quadrants wide and two quadrants deep for all the group to see. The vertical axis represents good at the top and bad at the bottom. The horizontal axis represents derivative on the left and original on the right.

Step 2

Work through each idea by asking the group which quadrant of the table it fits best it.

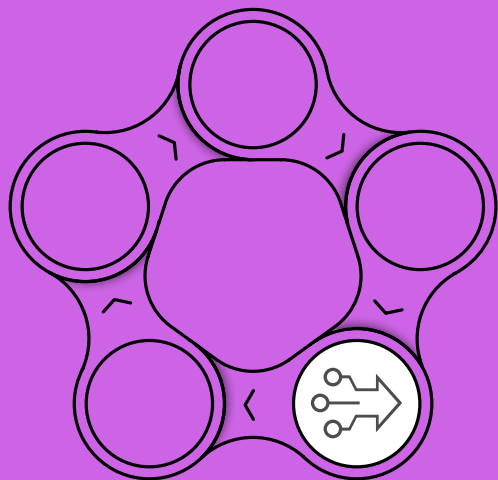
Step 3

If you have a good number of ideas in the 'good and original' quadrant, then peruse them and reject the other ideas.

If you have ideas in the 'good and derivative' quadrant, this isn't necessarily a bad thing. A derivative of another product, service or process is perfectly acceptable where the original has made mistakes that your idea can remedy.

'Original and bad' should be rejected unless the group can make some quick improvements to them

'Derivative and bad' ideas should be rejected.



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Want to know more?:

visit: outsidethebox.co.uk call 0113 824 1557 email: hello@outsidethebox.co.uk
Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ