

Relevancy is key



What is this?

When your brief has lots of criteria that all determine the success or failure of an idea, this tool provides the group with clarity about which ideas to take forwards.

How it works

Step 1

Select two criteria that will determine the success or failure of an idea.

Place these on two axes, for example, cost-cutting and ease of use.

Step 2

Place each idea in the appropriate place on the grid.

Step 3

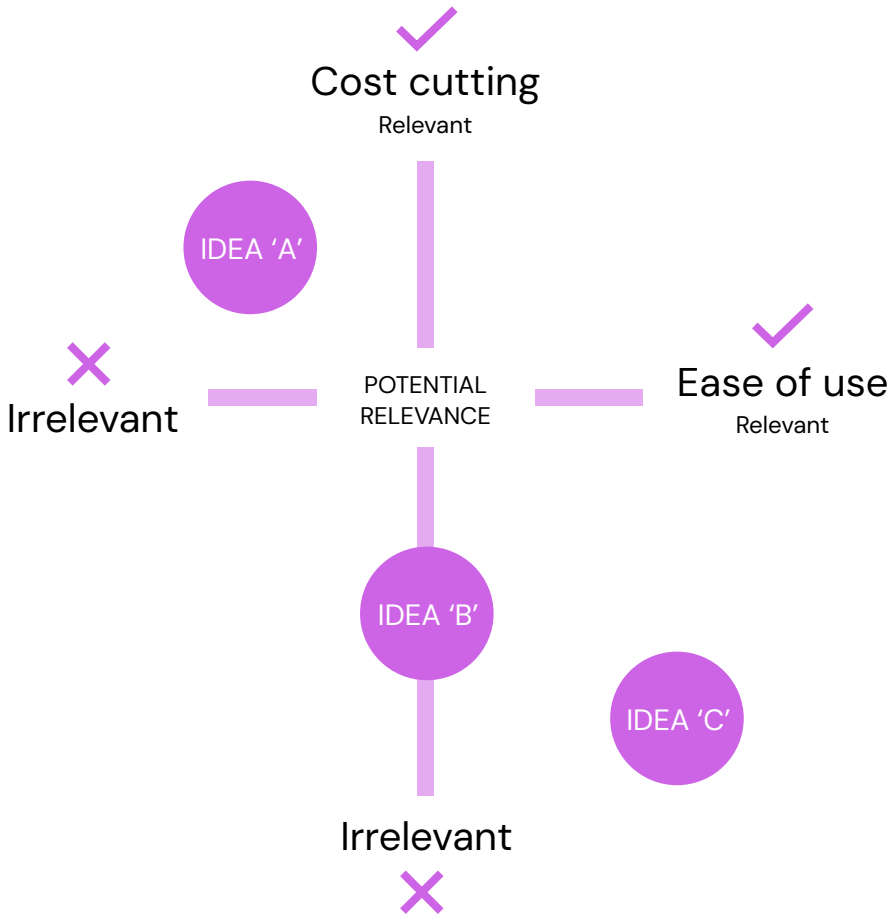
Repeat the exercise several times using different combinations of criteria, until all the key criteria or Critical Success Factors have been covered.

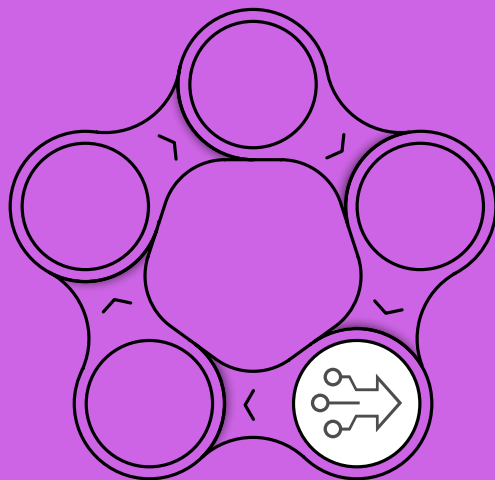
Step 4

Ideas that consistently score in the most relevant quadrant have the most potential. Ideas consistently falling into the bottom left quadrant should probably be discarded. Those ideas that hover between the two quadrants need to be strengthened to push them up into the most relevant quadrant.

Why it works

When there are a long list of critical success factors, this sense checking helps groups to focus objectively on the relevancy of the idea, rather than its creativity.





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