



How brave is too brave?

What is this?

It's tempting to make new ideas as brave as possible, but if bravery is not in-keeping with the organisation's values or culture, then a conservative idea is more likely to be acceptable.

How it works

Step 1

Start by determining a scale of bravery by posing two questions:

How adventurous is the company culture?

Therefore, how brave should the ideas be?

Step 2

Generate a score out of ten to determine whether conservative ideas (5-7), average (7) or brave ideas (8-10) should be generated.

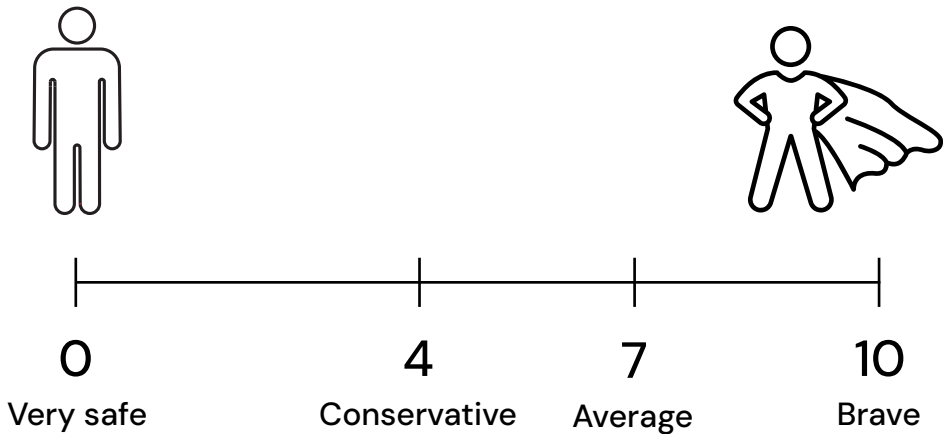
If a conservative company is wanting to be brave, the score may need to be weighted to reflect the company's overall conservatism.

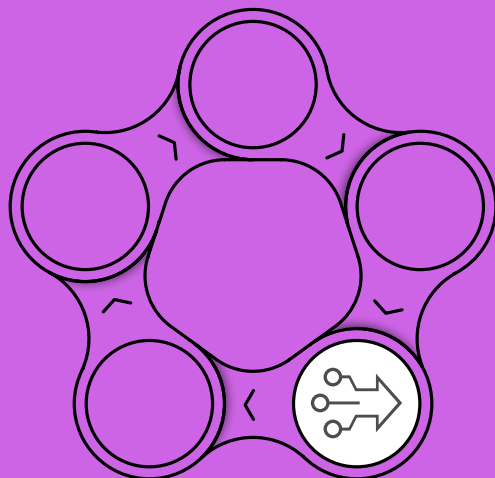
Step 3

You can return to this score later in the process to sense check ideas before they 'go live'.

Why it works

Brave or high-risk ideas are not right for every company, but they can still become credible innovations. When conservative ideas are the only type that will be accepted by the organisation, this tool is an objective way of tempering the group's enthusiasm.





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