



Barriers or full stops?

What is this?

In the previous stage we were ignoring nay-saying in order to boost creativity. It is now time to listen to the concerns of the group around the organisation's typical reasons for rejecting an innovation proposal, and make plans to overcome them.

How it works

Step 1

Choose one idea with the most potential.

Step 2

Draw a long diagonal line for all the group to see.

Now ask the group for the practical, financial and personal reasons why ideas might not be accepted by the organisation. Personal reasons refers to the reasons that an executive in an influential position or a committee might hold.

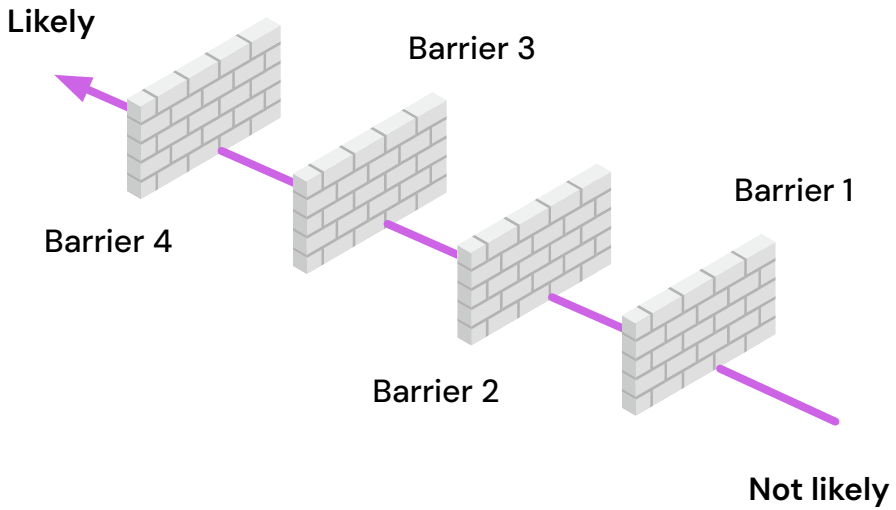
Mark each of these as barriers on the line.

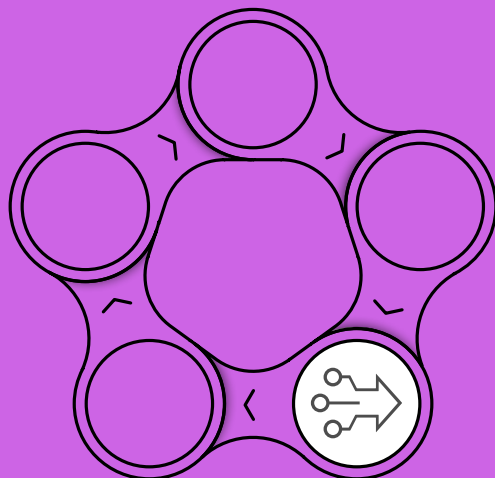
Step 3

Now take each barrier individually and ask the group to devise a plan to knock each barrier down. If they cannot knock down a barrier or there are too many barriers to achieving success, then the idea probably needs to be abandoned.

Why it works

By mapping the decision-making process as a diagram, it helps the group to tackle each barrier early and take the time to overcome it.





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