

# Ideas scorecard



## What is this?

*"Everyone loves everything"* will not answer the group's challenge in the most valuable way. This scorecard applies an objective, numerical score to each idea and highlights the parts that need more work.

# How it works

## Step 1

Ask the group to use the scorecard opposite to score each idea on a scale of 1–5, 5 being excellent. The group should not obsess over the numeric scores, they are all relative and only approximate indicators, instead focus on how differences in perception or opinion can reveal new ways to think about an idea. It can reveal ways a good idea might be made stronger.

## Step 2

Once the group has completed their scoring, nominate a person to ask two people who are not involved in the Innovation event to help by completing a scorecard too. They should do this individually if possible.

While completing the scorecard, the outside people will ask a lot of questions. Driving this dialogue is the key benefit of the scorecard as it will reveal areas where the idea is not clear or that can be strengthened.

## Step 3

When finished, compare the group's scores to theirs. Discuss any scores that diverge by two or more points with the outside person because they see the idea, the end user or the world differently to the group.

Learn why and the group will either improve the idea or how they are explaining it. The least valuable scorecard is one that mostly matches the group's scores.

# Why it works

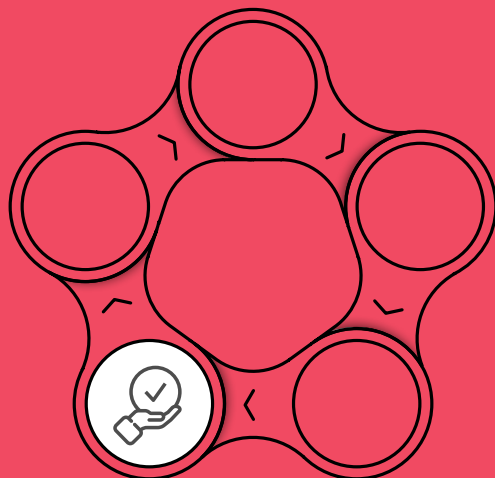
When forming an idea, we answer a lot of questions subconsciously. By explaining it to a third party, and allowing them to project their own assumptions on it, this reveals contrasts in thinking and new areas to explore.

**Persons name**

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**Scorecard template**

|        | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------|---|---|---|---|---|---|---|
| Idea 1 |   |   |   |   |   |   |   |
| Idea 2 |   |   |   |   |   |   |   |
| Idea 3 |   |   |   |   |   |   |   |
| Idea 4 |   |   |   |   |   |   |   |



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