


Idea enhancement session



What is this?

When the group move onto the final stage of their innovation, they will be tasked with 'taking it to market' by giving it an identity and creating communications to inform and sell their innovation to stakeholders.

In order to make that final stage as effective as possible, the group need to start thinking in that way now. The idea enhancement session will help them to focus on the critical parts of their idea(s) and make commercial decisions which will create a compelling presentation to the 'Idea Enhancers'.

Your role: A crucial role you will play in preparing for this session will be briefing the Idea Enhancers on how to give feedback to the group. The Idea Enhancers will be one, two or three people who have not been involved with the Innovation event. They can be internal or external parties and should ideally have a strategic or business mindset. They will act as judges who critique the group's idea(s) through the lens of it being a viable innovation.

How it works

Step 1

Ask the group to nominate up to three Idea Enhancers, or you can select them yourself. Invite them to an Idea Enhancement Session at a set time and place. You will need to brief the Idea Enhancers that all feedback should be supportive and uplifting – this is not a Dragon’s Den.

The group have invested their time and creativity in these ideas and feedback must not deter their creative thinking. The Idea Enhancers must focus on the elements of the idea that are strong and provide motivational suggestions for improvements to the other elements.

Step 2

Now the group must nominate one or two people that they feel will give the strongest presentation to the Idea Enhancers. These group members must be willing presenters.

Step 3

Using the Idea Enhancement Session Checklist overleaf, work as a group to write a compelling, emotive and commercially strong script for the presenter(s).

Why it works

Every innovation must create value for the commissioning organisation. This idea enhancement session is a supportive environment in which the group can strengthen their idea and their presentation to ensure that the innovation does not fail at the final hurdle – selling the innovation.

Step 4

You must now take time to prepare this person/people for the presentation by shaping their performance techniques (pick up the 'How to present' card in the adoption stage)

and giving them the space and time to practice, so that they are confident in:

- Capturing the Idea Enhancers' attention by being persuasive and compelling
- Using an inspirational tone of voice
- Controlling their body language to portray themselves as being confident and trustworthy

Step 5

The rest of the group will be the audience at the idea enhancement session. Their role is to note down all of the Idea Enhancers' feedback so that it can be taken forwards into the adoption stage.

How it works

Pre-session

- Are you and everyone attending really clear about the overarching objective of the session?
- Do you know what 'good' looks like for everyone attending / presenting?
- Do you know what 'good' looks like for how you want the Idea Enhancers to feel?
- The presentation should have a clear 'ask' – what are they asking the Ideal Enhancers for?
- Have you shared the CSFs (including weighting) been sent to everyone in advance so they know the scoring method?
- What is the biggest 'risk' of the idea?
- How defensible (from competitors, or market fluctuations) it?
- Can the presentations be sent in advance to the Idea Enhancers?

- Who are the Idea Enhancers? What do you know about them and what will they want to know?
- How will you set up the room?
- What facilities are needed in the room?
- Have you considered how the ideas that are not taken forward are managed?
- Do the presenters need support in presentation skills?
- What is the headline / name of the idea that makes it memorable to the Idea Enhancers?
- What is the 'executive summary' of the innovation?
- Does the group know of any funding options that could support their idea?

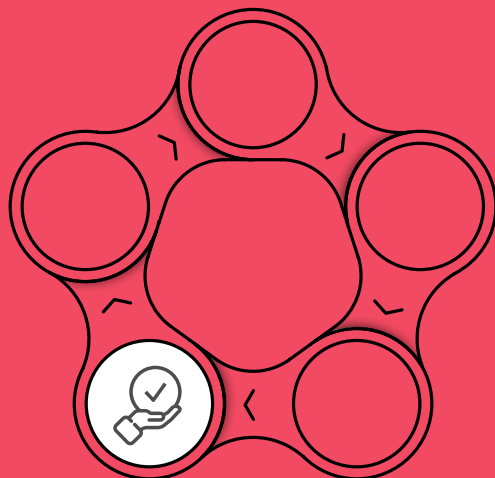
How it works

During the session:

- How long does the presenter have to 'pitch' the idea?
- Is there time for Q&A within the presentation time?
- How will you ensure psychological safety?
When the person is presenting the group's idea, they need to receive constructive feedback and an understanding of the strongest parts of the idea
- How will you brief the Idea Enhancers to give 'psychologically safe' feedback?
You can suggest they score the idea, and then after cross-questioning they re-score the idea. Ask them to think about, in what ways the ideas can be enhanced
- And make sure that:
 1. they listen and take notes
 2. they thank the presenters
 3. they remain positive

After the session:

- Ask the Idea Enhancers to write down their feedback and send to the group so that there is clarity on every point
- How long does the presenter have to 'pitch' the idea?
Is there time for Q&A within the presentation time?
- How will you ensure psychological safety?
When the person is presenting the group's idea, they need to receive constructive feedback and an understanding of the strongest parts of the idea



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