



**Moving Ideas Forward:
An Anti-Waste Campaign**

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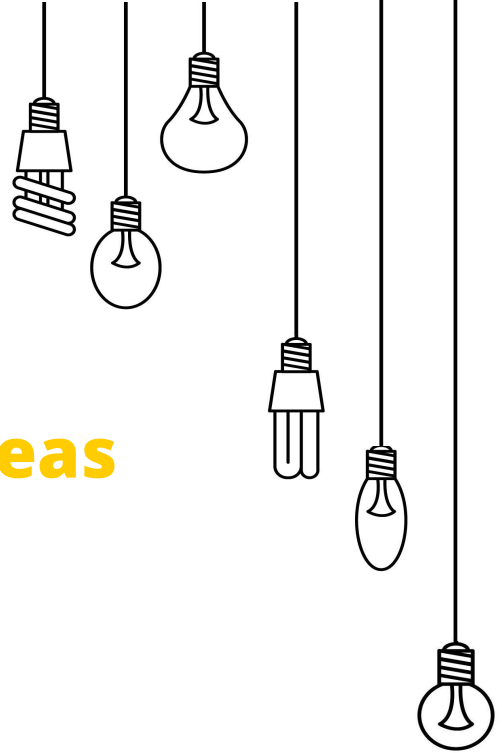
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Change ➡ Opportunity ➡ **Tons of ideas**

But which ones get to move forward?





I'M CAUTIOUS & RISK
AVERSE

I may kill ideas before
they have had a
chance

A Ideas don't go
anywhere



I LIKE TO HEDGE
MY BETS

Who knows what
will work?
Let's try them all!

B Working on too
many ideas at once



SHHH, WORK
IN PROGRESS

I know what people
want & I'm busy
building it!

C Working on the wrong
idea



Let's go back to basics
Talk to customers & users
& find out which ideas are worth pursuing

THE MAIN REASON NEW PRODUCTS FAIL

Are you making **assumptions** about how people feel, what they want & how they will behave?





7 simple steps

Iterative & consecutive

Research ready templates

Tried, tested & proven

Sector & industry agnostic

Macro to micro

Common Pitfalls & Top Tips

DIY for maximum benefit!



Anti-waste at every step



Include the action you need people to take in your *if...then* statement



Obsess about problems & value creation before obsessing about your solution



Avoid jumping to surveys when testing emotionally based assumptions



Get started with just 5 interviews & see what you learn



Put in a mechanism so answers are counted




Audio record (with permission) so you can properly listen & pick up on clues



Make sure you stop if the evidence tells you to

What are these missing words?

Strive to be 

It would be quite easy to trick yourself through this test. You could pretend that certain questions don't need answering. You could hear only what you want to hear. You could brush difficulties under the carpet. But if you want to really make sure that you do not waste time, effort and money, you will take the advice throughout this test to keep yourself as  as you can. Look yourself straight in the eye and be honest with yourself. So please do not ignore that voice in your head or that person on your shoulder asking 'Really?!'.

Neutrality at every step



SMART to stay objective



Risk level is found by assessing evidence level vs business impact, not your gut



Always leave your idea to the end



Use a wildcard to test bias in your recruitment criteria



Success metrics to keep you true to what is said, not just what you hear



Announce your neutrality up front



Make decisions based on success targets

**We need good
ideas to move
forward**

**Don't waste
them!**



Put your ideas to *The Really Good Idea Test*

Adopt tips, tools & templates to avoid wastage

Get Evidence. Make Decisions. Move Forward.

****OFFER****

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