

# IDEA PYRAMID

# Template for evaluating and developing ideas further

This tool supports the process of idea evaluation.

- An idea is evaluated at the levels:
- (1) Is the idea relevant?;
- (2) Is the idea workable or feasible? and;(3) Is the idea specific?

# Instructions

Step 1 - Divide the roles (the idea-owner, the facilitator, and the contributors).

Step 2 - Start with an empty template, with the idea-card in the bottom left corner or the

opportunity-card in the bottom right corner.

- Step 3 The facilitator or idea-owner picks out cards, one by one, place each card to check of that
- the activity mentioned on it has taken place. Capture the insights gathered during the activity.

The PROCESS workability & Creativity We have defined what the process is that is needed to further develop the idea into a Novel Quality solution or implementable idea Workable
Relevant The **CRITERIA** · Specific We have defined the citeria of success with M which we will evaluate the idea 11 Relevance 6 The STRATEGIC **IDEA** FIT We have expressed We understand how the idea in the form of the idea fits and might words, images, or contribute to the other modes of organization and its expression that allow strategic direction. the idea to be shared.

Specificity «

