

The background is a dark blue gradient with a starry, nebula-like texture. On the left side, there are several overlapping circular elements. A prominent one is a large scale with tick marks and numbers ranging from 140 to 260. Other circles contain curved lines and arrows, suggesting motion or a process. The overall aesthetic is technical and futuristic.

# TURNING IDEAS INTO ACTION

# OBJECTIVES

- Learn a framework to help qualify ideas as viable
- Take most of the steps necessary before building a project plan or confirming your workstreams

NOT GUARANTEED

Ideas are volatile  
Ideas beget other ideas

- Success
- Easy workload
- Scalability
- Idea generation (Use S.C.A.M.P.E.R. for that)

# GUARANTEED

- An idea's viability
- High stakeholder involvement (Like it or spike it)
- Clarity into an early win and know where to start
- Insight into work-streams

## IDEA DEFINED

# Possible...

i·de·a

/ɪˈdēə/ 

*noun*

plural noun: **ideas**

1. a thought or suggestion as to a possible course of action.

"they don't think it's a very good idea"

*synonyms:* plan, scheme, design, proposal, proposition, suggestion, action point, brainchild, vision; aim, intention, purpose, objective, object, goal, target

"our idea is to open a new shop"



# QUESTION ONE

- **“What am I solving for?”**
- What are the benefits and values you obtain from this idea working right?
- This is your why. Write this list things down.

## Benefits and Value:

Efficiency (Save time)

Less clean up

Reduced frustration

Reduced costs

Trouble free cooking

Ease of use

## QUESTION TWO

- **“What will I see happening that tells me my idea is successful?”**

- From soup to nuts
- This is your how. Write these things down.
- But first...does any of your evidence for success take away the validity of the idea?
- Does your criteria for success change the idea’s viability?

### Success:

Easy on easy off  
Little to no clean up  
Any pot or pan  
Cheap enough to own several  
Withstands contact heat  
Easily Storable  
Multiple colors  
Friends rave  
BPA Certified

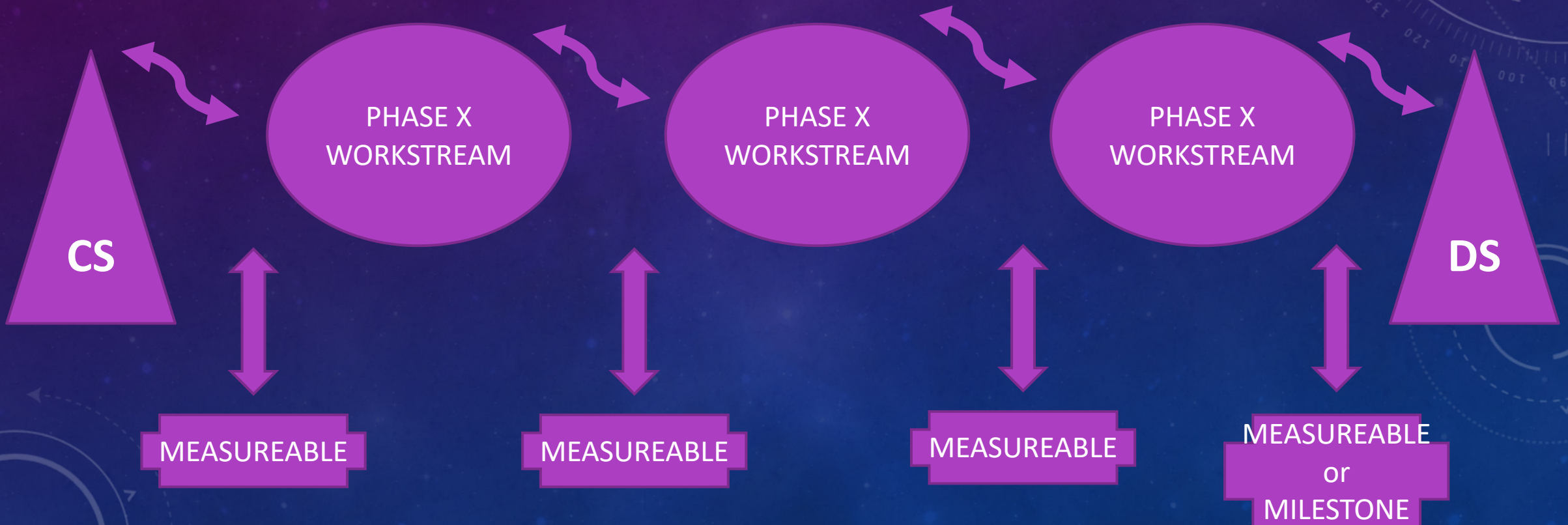


## QUESTION THREE – BACKPLANNING

- **“What must I do in order to have this?”**
- Idea #1 goes first. The rest of the ideas queue.
- Begin with the end in mind. Defined desired state.

# QUESTION THREE – BACKPLANNING

- “What must I do in order to have this?”



# HOLD ON...AIN'T NOBODY GOT TIME FOR THAT!

- **Rapid Prototyping Model**

- Define MVP (Minimum Viable Product) AKA: 3 Justs
- What is just enough, just for us, just in time?
- Do steps to fit your immediate needs
- Faster and cheaper
- Use template to speed up design, development or assessment
- Deliver, assess feedback, iterate, deliver again and again

*Requires experience -  
best with flexible  
team with decision  
making power and  
close relationship to  
stakeholders*

## 3 QUESTIONS TO ASK YOURSELF

- **“What am I solving for?”**
- **“What will I see happening that tells me my idea is successful?”**
- **“What must I do in order to have this?”**