# Challenge Sponsor Checklist

An Innovation Challenge is a collaborative effort to identify and develop innovative ideas. Focused challenges are designed to elicit actionable responses to strategic opportunities or operational issues facing the organization. Sponsors will help identify these opportunities and should commit to implementing ideas from the audience, once validated.

(Answers to all the following questions should be, “Yes”, if any of the follow questions receives a “No” Response it should be evaluated prior to assigning resources to the challenge proposal.)

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| Yes/No | Online Innovation Challenge Success Factors |
|  | Is there a meaningful business outcome that accelerates achievement of critical goals? |
|  | What is the goal to be achieved by solving the problem? |
|  | Is there an accountable sponsor willing to visibly and vocally advocate and make sure ideas get implemented? |
|  | Can the business problem be articulated? Understood? |
|  | Are other techniques being used to solve problem that we will compete against or complement? |
|  | Can you define what a good idea will look like? |
|  | Can idea selection decision-making be successfully managed? |
|  | Is there sufficient data to fuel the creative thinking process (e.g. market research, business analytics)? |

**Define your success measures:**   
-What would success look like?-What are the levels of engagement you want to achieve? -What types of ideas are you looking for? Examples could include: Incremental, Disruptive, Cost Efficiencies, Process Efficiencies, Revenue Generators, etc.

**Ability to implement ideas:**

-Do you have authority and/or sponsorship commitment to pursue ideas that are deemed to be valuable from the challenge?  
-Are there other leaders that need to be involved in the challenge to ensure you have the resources and green light to move forward?  
-Is there a dollar threshold or time constraint for implementation?