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| **Challenge Title (140 char)**  A short and concise title works best. Use the title in your marketing and communication efforts. | [Enter Challenge Title] |
| Challenge Context  What is the area of focus? Please provide one paragraph that explains the importance and relevance of this topic. | [Enter Challenge Context] |
| Challenge Question (500 char)  What is the question, if pursued by the organization, will lead to incremental or transformational change? | [Enter Challenge Question] |
| **Audience:**  Who is your audience for this challenge? | [Enter Audience Details] |
| **Challenge Sponsor(s):**  Who is ultimately responsible for implementing ideas from the challenge? Consider having a Sponsor for each category and/or area of impact. | [Enter Sponsor Name] |
| **Challenge Lead:**  Specify a main POC who will oversee this challenge. | [Enter Challenge Lead Name] |
| **Moderators**  Who will you assign to act as Challenge Moderators? We recommend assigning at least 1 moderator per category, who can commit to monitoring ideas and ensuring they receive adequate attention. | [Enter Moderator Names] |
| **Experts**  Who will you assign to act as Challenge Experts (Evaluators)? We recommend assigning at least 1 expert per category, who can commit to reviewing ideas and ensuring they receive adequate attention. as based on Strategic Fit, Feasibility, Financial Impact, and Time to Market. | [Enter Expert Names] |
| **Communication Planning**  Who will plan and manage the communications and marketing efforts for the challenge? Has a plan been developed and approved by the Challenge Lead? | [Enter Communication Point Name and relevant updates] |
| **Incentive Planning**  Who will plan and manage the incentives for the challenge? Has a plan been developed and approved by the Challenge Lead? | [Enter Incentives Point Name and relevant updates] |
| Challenge Imagery  Include any inspiration imagery that can be used to choose a challenge logo and in marketing/communication materials. | 1. [Enter example artwork or keywords for inspiration] |

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| **Always On Challenge Recommendations** |

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| Idea Categories: Adding categories will help align ideas to functional areas and sponsors within your organization. Experts and Moderators can be assigned to a category, to help manage the workload. | Customer Experience  Continuous Improvement  R&D  New Product Development  HR |
| Idea Questions: What details are needed, when explaining an idea to the audience and experts? Keep in mind that overly complex idea forms can limit participation; so make sure to take a balanced approach based on your challenge needs and topic specifics. | 1. -Idea Title (required): Provide a clear and concise title -Idea Description (required): Describe your idea and how it effectively answers the challenge question 2. -Idea Value (required): Describe the likely benefits if your idea was to be implemented |
| Graduation Criteria: Idea Stages are key to surfacing validated ideas from your audience with a high probability of implementation success. | Stage 1: Crowd Selection – 6 Views, 3 Votes, 2.5 Star Rating  Stage 2: Evaluation – 2 Reviews assigned to the Expert role, using the “Evaluation” Template and a minimum of 7.0 rating. Due date 90 days.  Stage 3: Validation – 1 Evaluation Form “Funding Owner Identification” assigned to Administrator and no due date.  Stage 4: Validated (Successful)  Stage 5: Archived (Unsuccessful) |
| Stage 2 Review Criteria: What criteria will be used to evaluate the ideas making it to stage 2? Experts will evaluate ideas based on a 1-10 scale. | Quantitative Criteria   * Idea offers a significant advantage over the current approach. * Cost of adopting the idea would be less than the value. * Idea requires minimal learning on behalf of users to implement. * Idea is easy to try or trial. Requires minimal upfront commitment. * Benefits from trying the idea would be highly visible.   Qualitative Criteria   * Please describe in a sentence the one aspect of this idea that you find most compelling. * Please describe in a sentence the primary reservation, if any, that you have about trying this idea. |
| Stage 3 Evaluation Form Criteria: How will ideas be assigned a funding owner, who will help shepherd the idea through the implementation process? | Qualitative Criteria   * Has a funding owner been identified? (Yes/No) * If so, who is it? (Single line text) |
| Governance: To increase the likelihood all ideas are considered in a timely manner, timely follow up and evaluation frequency is key. | Expiration   * Ideas in stage 1 for more than 45 days will be moved to the Archived (Unsuccessful) stage. * Ideas in stage 2 for more than 90 days will be moved to the Archived (Unsuccessful) stage. * Ideas in stage 3 for more than 1000 days will be moved to the Archived (Unsuccessful) stage.   Monitoring   * Regular moderation should be performed by category, to help ensure all ideas are seen. * Consider meeting regularly, to discuss ideas in latter stages and whether they should move forward, or be closed. * Create a communications plan that adheres to the Challenge identity and notifies users of progress and opportunities 2-4 times a month. |