**Always-On Challenge Statement Examples**

*Once you’ve identified the critical business area of opportunity you wish to address with the wider community, you have the option to run an enquiry-led challenge (Spigit’s Guided and/or Standard Challenge model) or an always-on challenge. An “always on challenge” is a place for participants to submit ideas as they organically surface in day-to-day operations. Due to the absence of a time element and specific challenge criteria, it requires additional governance and monitoring to ensure ideas continue moving through the process and do not fall into the dreaded “black hole”. Below are a few examples of Challenge Statements that are commonly used when creating an always-on environment in Spigit.*

* What idea, were we to pursue it fully within our organization, might lead to breakthroughs for the organization?
* What processes or procedures can be improved or eliminated to help our organization become more efficient?
* How might we differentiate our products and services in the marketplace, to gain a competitive advantage?
* How might we improve the way we interact with customers, to become a world-class customer service department?
* In the spirit of continuous improvement, please share your ideas to help make \_\_\_\_\_\_\_\_\_ the best \_\_\_\_\_\_\_\_\_\_\_ company in the world.
* How could we improve our products for a better user experience?
* How could we improve our products so that we can more quickly deliver new solutions to market?
* What can we do to improve/increase our pipeline of customers?
* How can we grow and nurture our team and better recognize our peers?