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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 critical problem or business challenge you are trying to solve? Please provide one paragraph that explains the importance and relevance of this topic. | [Enter Challenge Context] |
| Business Impact  It’s important to articulate, estimate at the time of selection, track, and measure the impact of actionable ideas. Ensure processes are in place to capture impact PRIOR to launch. | * What are our business goals in relationship to this problem? * How will we measure actionable ideas against these goals? * How will we track idea progress, assuming it may take >90 days to realize value? * Is there a targeted investment or ROI threshold? |
| Challenge Question (500 char)  The best challenge questions are linked to corporate or innovation strategy and have measurable success criteria. When the challenge question is well formulated it stimulates engagement and collaboration to drive relevant results.  [Learn More](https://support.spigit.com/hc/en-us/sections/201489936-Challenge-Question-Formation) | [Enter Challenge Question] |
| **Audience:**  Who is your audience for this challenge?  [Learn More](https://support.spigit.com/hc/en-us/articles/205774886-Importing-Users-and-or-Ideas) | [Enter Audience Details] |
| **Challenge Sponsor:**  Who is ultimately responsible for implementing ideas from the challenge?  [Learn More](https://support.spigit.com/hc/en-us/sections/201432803-Roles-Responsibilities-Overview) | [Enter Sponsor Name] |
| **Challenge Lead:**  Specify a main POC who will oversee this challenge.  [Learn More](https://support.spigit.com/hc/en-us/sections/201432803-Roles-Responsibilities-Overview) | [Enter Challenge Lead Name] |
| **Moderators**  Who will you assign to act as Challenge Moderators? We recommend 1-2 users who commit to managing the challenge for the 2 weeks of employee engagement.  [Learn More](https://support.spigit.com/hc/en-us/sections/201461846-Moderator-Role-Overview) | [Enter Moderator Names] |
| **Subject Matter Experts**  Who will you assign to act as Challenge Experts? We recommend 3-4 users who commit to reviewing ideas based on Strategic Fit, Feasibility, Financial Impact, and Time to Market.  [Learn More](https://support.spigit.com/hc/en-us/sections/201461836-Expert-Role-Overview) | [Enter Expert Names] |
| **Communication Planning**  Who will plan and manage the communications and marketing efforts for the challenge?  [Learn More](https://support.spigit.com/hc/en-us/sections/201428036-Communications-Overview) | [Enter Communication Point Name and plan details if needed] |
| **Incentive Planning**  Who will plan and manage the incentives for the challenge?  [Learn More](https://support.spigit.com/hc/en-us/sections/201432783-Rewards-Recognition-Overview) | [Enter Incentives Point Name and plan details if needed] |
| **Phase Timing:**  What activities will take place during each phase of the challenge? What is the timing for each phase?  [Learn More](https://support.spigit.com/hc/en-us/articles/205848926-Configuring-Challenge-Community-Phases) | |  |  |  | | --- | --- | --- | | **Phase Name** | **Timing** | **Activities** | | Soft Launch |  | Testing and seeding ideas | | Ideation & Collaboration |  | Idea submission, commenting & voting | | Voting & Commenting |  | Close out idea submission & focus on commenting/voting only | | Expert Review |  | Expert team performs assessments of top ideas | | Prioritization |  | Pairwise with entire audience to prioritize expert-approved ideas | | Selection |  | Meet with sponsor to determine implementation next steps. | |
| 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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| **Guided Challenge Recommendations** |

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| Idea Questions:  (pre-defined in guided challenges)  The Spigit platform can accommodate a variety of field types as part of the idea submission form. 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.  [Learn More](https://support.spigit.com/hc/en-us/articles/207428263-Creating-an-Idea-Template) | 1. Idea Title (default field):  Idea Description (default field): 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 3. Image (optional) 4. Tags (optional) |
| Graduation Criteria:  (pre-defined in guided challenges)  Idea Stages are key to surfacing popular, but validated ideas from your audience with a high probability of implementation success. We can adjust the graduation settings during the challenge to ensure the flow of ideas that we are targeting.  [Learn More](https://support.spigit.com/hc/en-us/articles/206173926-Automated-Graduation) | Stage 1: Submission – 10 Views, 5 Votes, 50 Approval Rating  Stage 2: Crowd Validation – 10 Votes, 3 Comments, 80 Approval Rating  Stage 3: Expert Review – 3.5/5 or 7/10  Stage 4: Prioritization – Top 5  Stage 5: Selection |
| Expert Review Criteria:  (pre-defined in guided challenges)  What criteria will be used to evaluate the ideas for implementation feasibility? What does your sponsor consider a “good idea”?  [Learn More](https://support.spigit.com/hc/en-us/articles/206818543-Spigit-Evaluation-Templates-and-Tasks) | Quantitative Criteria   * Idea offers a significant advantage over the current approach. * Cost of adopting the idea would be less than the value of its relative advantage * 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. (optional) * Please describe in a sentence the primary reservation, if any, that you have about trying this idea. (optional) |
| Participation Goals:  Individual challenge factors such as audience size, topic relevance, communications tactics, and leadership support will create significant variances in results from challenge to challenge. However, the table to the right can assist in providing a benchmark gauge as to challenge health. | **Participant Engagement: 1000 audience**   |  |  |  | | --- | --- | --- | | Action Type | Target (%) | Target (#) | | Unique Visitors (# of users that visited the challenge) | 25% of audience | 250 | | Unique Participants (# of users that submitted at least 1 idea, comment, vote, pairwise vote, prediction vote, or review) | 40% of visitors | 100 | | # of Ideas | 15% of visitors | 37.5 | | Unique Ideators (# of users that submitted at least 1 idea) | 10% of visitors | 25 | | # of Comments | 50% of visitors | 125 | | Unique Commenters (# of users that submitted at least 1 comment) | 30% of visitors | 75 | | # of Votes | 100% of visitors | 250 | | Unique Voters (# of users that submitted at least 1 vote) | 40% of visitors | 100 | | # of Pairwise Votes | 100% of visitors | 250 | | # of Pairwise Voters | 40% of visitors | 100 | |