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Ideation to Implementation; 3 Step Guide

Ideation to Implementation; 3 step Guide:

Use the 3 step process to develop ideas and embed them in a implementation strategy:

Step 1: Ideation
Use the **How Might We** statement to align on a proposed problem to solve. (Make sure you have looked at the data,the current state, the stakeholders and customers point of view to define the problem.)

Step 2: Analysis
Part 1:Use the Ideation Canvas to review and place the proposed ideas on the Ideation canvas to help align the proposed solution to a strategy

Part 2: Choose the top 10 solutions Chosen by the team and place on the Effort Value Matrix

Step 3: Implementation
Part 1:Select the top solutions (Quick Wins and Strategic Objectives) and complete the Opportunity Canvas to determine viability and next steps

Part 2: complete the 30-60-90 Timeline for immediate next steps and actionable items for the team

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Ideation Canvas:

Step 1:
Completer the How Might we statement and ideate solution (5 min individually and 10 min as a group)

How might we _____ For _____so that
                                [action/goal]   [target audience]
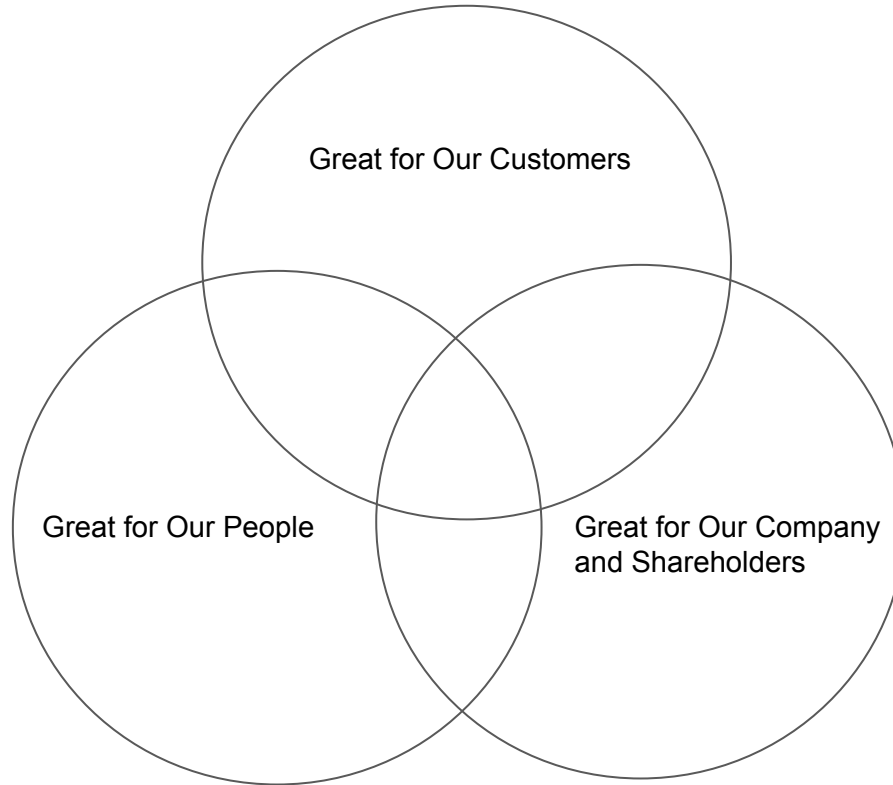
_____?
[desired outcome/impact]?

Example:

How might we ____create the customer support ____For __our online customers_____so that
                                    [action/goal]   [target audience]

_they feel valued and their problem is solved___?
    [desired outcome/impact]?

Ideation Canvas:

Great for Our Customers

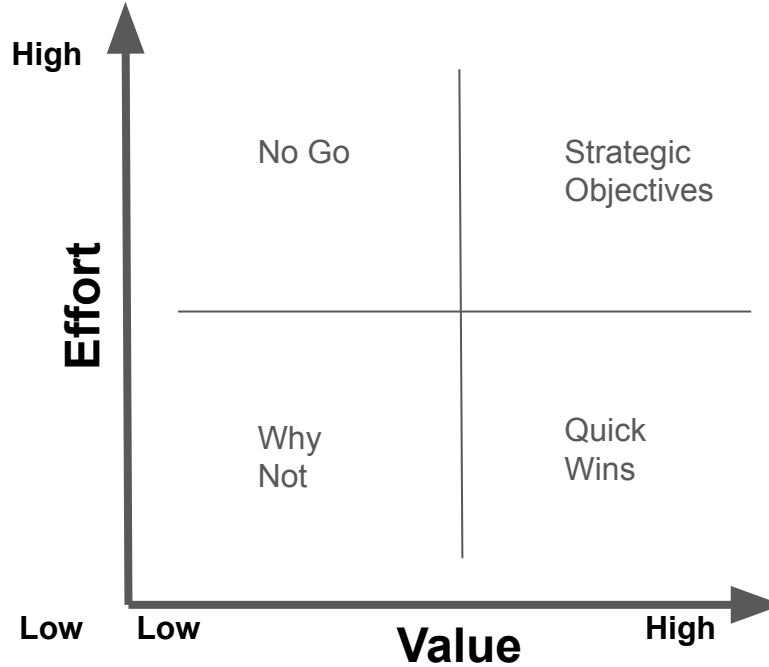Great for Our People

Great for Our Company and Shareholders

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Ideation Canvas:

Step 2:
Part 2: place the top 10 solutions on the effort value matrix (group conversation)

Opportunities:

1. _____ | 1 |
2. _____ | 2 |
3. _____ | 3 |
4. _____ | 4 |
5. _____ | 5 |
6. _____ | 6 |
7. _____ | 7 |
8. _____ | 8 |
9. _____ | 9 |
10. _____ | 10 |

High

Effort

No Go

Strategic Objectives

Why Not

Quick Wins

Low   **Low**

Value   **High**

Opportunity Canvas :

Name: *(What is the name of the opportunity?)*

Customer Desirability:
- How will this idea enhance the customer experience?

Employee Desirability:
- Will the idea relieve an employee pain point?

Shareholder Desirability:
- How will this idea excite and delight the shareholders?

Technical Feasibility:
- What Technology would be utilized?
- How many areas of the Business will be affected?
- What Capabilities are required to implement this technology?

What Must Be True:
Consider:
-External Factors
-Leadership and Stakeholders
-Other Initiatives
-Operations and Systems
-Make/Buy Resources

Business Viability:
- Does the concept fit into the current strategy?
- Does the idea require investment or can it be self funded?
- What are the Financial implications?

Visualize the Opportunity:

(draw the journey or the process)

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Opportunity Canvas :

Name:

Customer Desirability:

Employee Desirability:

Shareholder Desirability:

Technical Feasibility:

What Must Be True:

Business Viability:

Visualize the Opportunity:

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30-60-90 Timeline for Action

Initiative	30 Days Task/Owner	60 Days Task/Owner	90 Days Task/owner

Sample:

Initiative	30 Days Task/Owner	60 Days Task/Owner	90 Days Task/owner
Build new customer service bot	❏ Business Case -Finance ❏ Market research -Mrkt	❏ Dev Requirements - IT ❏ Make/Buy assessment-Fin&HR	❏ Agile team in place- Dev Team