

To define what will be a good idea

HOW IT WORKS Before you start the session, take some time to decide with your participants what will constitute a good idea for the project.

These criteria will be used to select the best ideas at the end of the brainstorm. Criteria are often too vague (e.g. "we want to create an innovative product"), which can make it hard to find the right ideas. So take the time to develop your criteria in more detail (e.g. what makes a product innovative) using this worksheet. Then select 2 to 4 together and apply them as you brainstorm.

TIP: Print the sheet on A3 paper for legibility.

(CRITERIA WORKSHEET)

Example: innovative	→	Example: never done internally
	→	Example: never done by the competition
.....	→
	→
.....	→
	→
.....	→
	→
.....	→
	→



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