



Write down who you're looking to

Who are the most relevant people for

this theme and who do you motivate

engage and via which channels.

TIME

(?)

them?

RESPONSIBILITIES

TASKS

Decision makers:

Innovation advocates: (Facilitators/category admins)

Organizing team:

Who are the people responsible for certain tasks and what are those?

Who are fit for the positions? Are tasks aligned with goals + audience?





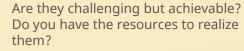
Write down which problem or opportunity you're looking to ideate around.

Ideally your theme should be wellaligned with your organization's strategic goals.

GOALS

Set a (measurable) goal or goals around your chosen theme

(?)



Is this is a campaign or a continuous process? Write down your timeline + important dates.

(?)When are you launching? How often do you make decisions on ideas? Arranging events?

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Keep track of your results and make sure ideas are followed-up and implemented

Stop and reflect. How are things going? Where are the current bottlenecks?

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