

## THEME



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



Ideally your theme should be well-aligned with your organization's strategic goals.

## AUDIENCE



Write down who you're looking to engage and via which channels.



Who are the most relevant people for this theme and who do you motivate 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?

## RESULTS & REFLECTION



**v//ma**



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?

## GOALS



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



Are they challenging but achievable? Do you have the resources to realize them?

## TIME



Is this 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?