

## THEME



Large empty rounded rectangle with a dotted border for writing the 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



Large empty rounded rectangle with a dotted border for writing the 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



Large empty rounded rectangle with a dotted border for writing results and 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



Large empty rounded rectangle with a dotted border for writing 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



Large empty rounded rectangle with a dotted border for writing 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?