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

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 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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