

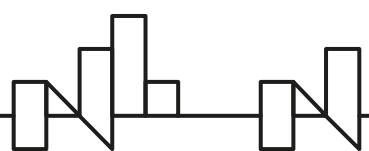
Summary and Objective

Choosing and Prioritizing Ideas

Idea evaluation and prioritisation is a critical part of an ideation session or a brainstorming workshop. There are simple tools and techniques that you can learn and use such as harnessing a group's collective experience and insights, a great way of democratizing a decision-making process. Also, making thoughtful decisions can be a challenge, especially when you have multiple solutions and initiatives to choose from. A simple tool can help you categorize and prioritize ideas based on your needs.

Session Objective

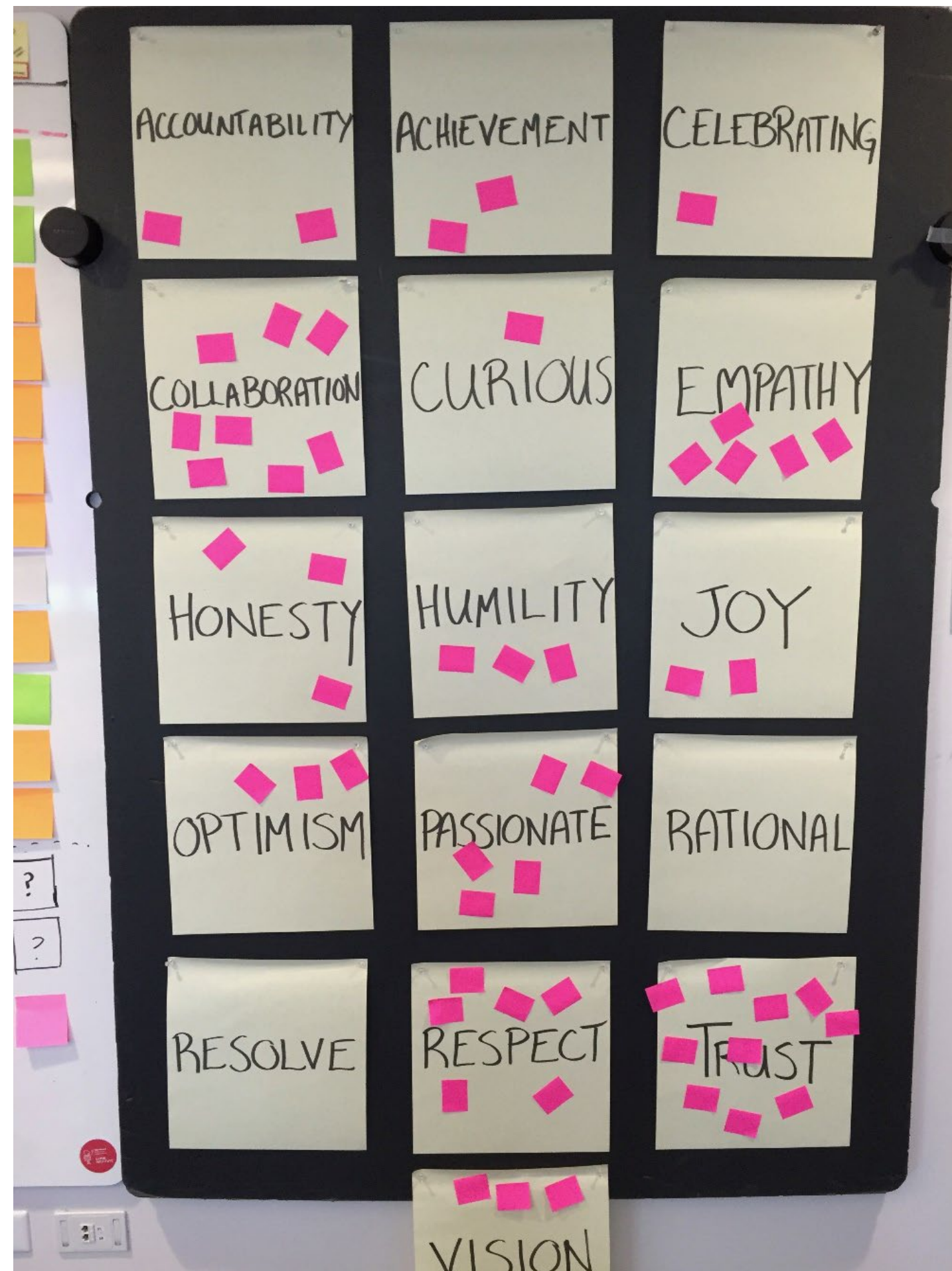
Learn techniques to rank ideas and solutions, spot thematic patterns and democratize decision making. Have a simple and useful way of prioritizing ideas quickly and facilitate productive discussions



Choosing and Prioritizing Ideas

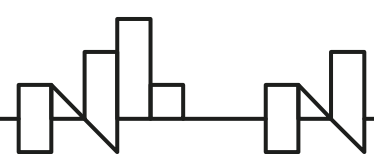


Visualizing the vote



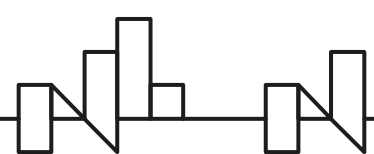
This is a simple method to employ, and offers a good degree of flexibility. For instance, when using it to pick the best solution among many, you can give everyone a token to cast a single vote. Or, if you need to consider details or prioritize a subset of alternatives, give everyone multiple voting tokens.

You can also provide different types of indicators to address different issues (highest priority, best opportunities). Whatever the need, voting provides a quick catalyst for discussion, moving a project toward realization.

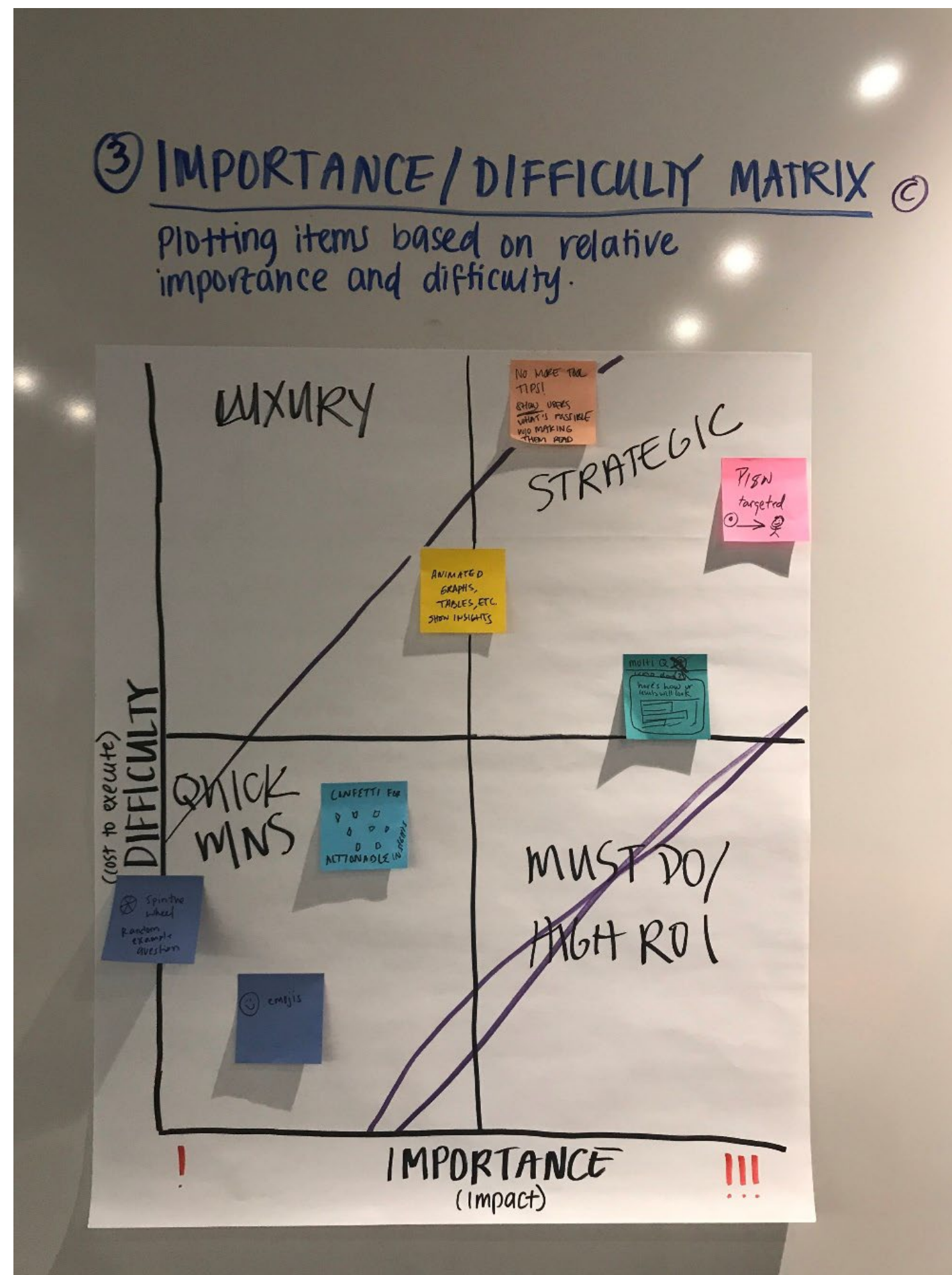


Visualizing the vote steps

1. Identify the subject of your polling activity.
2. Give each reviewer sticky notes as voting tokens.
3. Give each reviewer 1 token to cast an overall vote.
4. Give each reviewer 2 tokens to cast as detail votes.
5. Announce the criteria for voting.
6. Have presenters describe each concept. Instruct everyone to vote simultaneously.
7. Tally the votes.
8. Invite discussion of what people voted for and why.

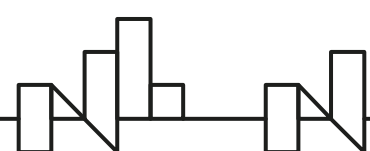


Importance / Difficulty Matrix



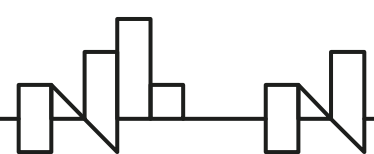
A simple 2x2 matrix can be a powerful instrument for establishing priorities. Specifically, placing Importance (low to high) on the x-axis and Difficulty (low to high) on the y-axis equips you to work out tensions between these opposing forces. When you plot items according to both priorities, you and your team will likely arrive at a workable resolution.

The items that land in the lower left quadrant are characterized as targeted because they are the easiest to realize. The upper left quadrant contains luxurious items—costly endeavors with little return. The items in the upper right quadrant are considered to be strategic because they require large investments to get big results. And last but not least, the items in the lower right quadrant are high-value because they yield great impact at a low price.



Importance / Difficulty Matrix Steps

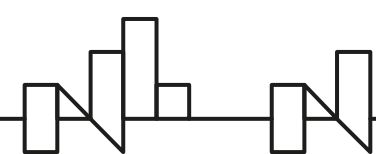
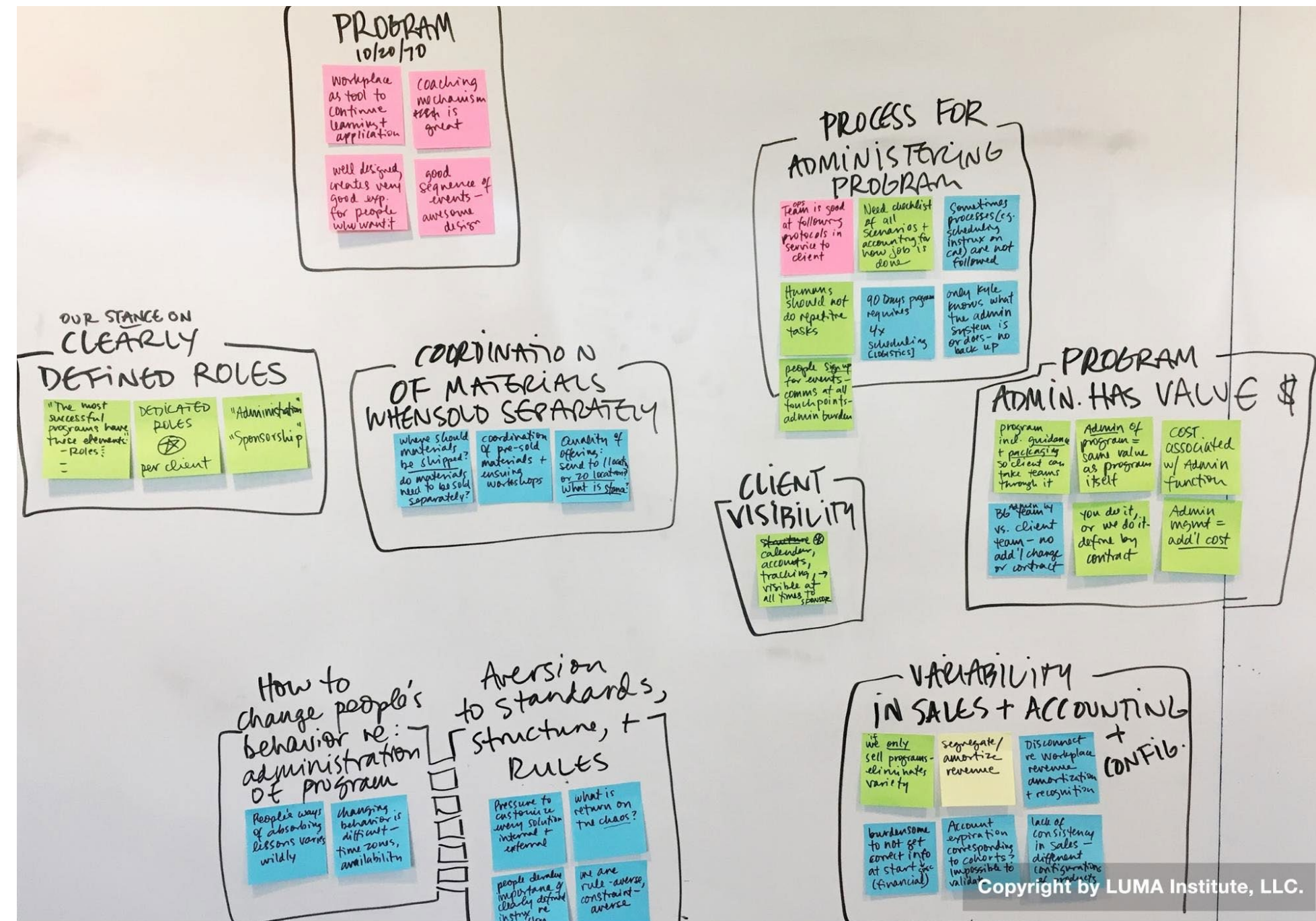
1. Identify a project that requires prioritization.
2. Make a poster showing a large quad chart.
3. Label horizontal axis Importance (or Impact).
4. Label vertical axis Difficulty (or Cost to Execute).
5. Form a team, and gather data for discussion.
6. Plot items horizontally by relative importance.
7. Plot items vertically by relative difficulty.
8. Consider the quadrants where items get placed.
9. Look for related groupings, and set priorities.



Affinity Clustering

Affinity Clustering is a graphic technique for sorting items according to similarity.

Patterns are revealed when teams sort items based on perceived similarity, defining commonalities that are inherent but not necessarily obvious. In this way you are able to draw insights and new ideas out of otherwise disparate pieces of information. Discerning patterns among data (or any multitude of items) is also a useful way of taming complexity



Affinity Clustering Steps

1. Identify a topic for consideration.
2. Gather a data set (research findings, ideas, etc).
3. Record each item on a separate card or sticky note.
4. Form a team of collaborators and pick a facilitator.
5. Have one person describe, then place, an item.
6. Invite others to place similar items in proximity.
7. Repeat the pattern until all items are included.
8. Discuss and rearrange items as groupings emerge.
9. Label the clusters that finally take shape.

