

**1. Select 3-5 criteria categories you will use to judge and advance your concepts to the next stage.**

**2. Review your concept cards and select at least the top 50% of concepts that you feel fit the criteria.**

**3. Rate those selected concepts with the rubric criteria in a matrix.**

<b><u>CRITERIA</u></b>
<b>Audience Interest</b>
<b>Finances</b>
<b>Scalable</b>
<b>Time to Launch</b>
<b>Passion</b>

# Rate with Criteria to Select: Stars, 1-5, etc.

<b>CONCEPT&gt; CRITERIA</b>	<b>Innovation Mentor Program</b>	<b>Innovation E- Newsletter</b>	<b>Workshop Highlight Video</b>
<b>Audience Interest</b>	3 ***	3 ***	4 *****
<b>Finances</b>	5 *****	5 *****	5 *****
<b>Scalable</b>	2 **	5 *****	5 *****
<b>Time to Launch</b>	3 ***	3 ***	5 *****
<b>Passion</b>	4 *****	2 **	4 *****
<b>Total</b>	17 *****	18 *****	23 *****

# Rate with Criteria to Select: Stars, 1-5, etc.

<b>CONCEPT&gt; CRITERIA</b>	<b>Visual Showcase Mini Conference</b>	<b>Individual &amp; Group Innovation Projects</b>	<b>Kahn Academy/ App Sumo style video program</b>
<b>Audience Interest</b>	5 *****	5 *****	4 *****
<b>Finances</b>	3 ***	5 *****	5 *****
<b>Scalable</b>	2 **	5 *****	5 *****
<b>Time to Launch</b>	2 **	5 *****	2 **
<b>Passion</b>	4 *****	5 *****	5 *****
<b>Total</b>	16 *****	25 *****	21 *****

## Rate with Criteria to Select: Stars, 1-5, etc.

<b>CONCEPT&gt; CRITERIA</b>	<b>Time-Saver Maker Assessment</b>	<b>Network Action Taking Guide</b>	<b>Tweet Size Challenges</b>
<b>Audience Interest</b>	5 *****	4 *****	3 ***
<b>Finances</b>	5 *****	4 *****	5 *****
<b>Scalable</b>	5 *****	5 *****	5 *****
<b>Time to Launch</b>	3 ***	3 ***	5 *****
<b>Passion</b>	3 ***	3 ***	4 *****
<b>Total</b>	21 *****	19 *****	22 *****

**Rate with Criteria to Select: Stars, 1-5, etc.**

<b>CONCEPT&gt;</b> <b><u>CRITERIA</u></b>			
<b>Total</b>			

**I went from 14 concept cards to 9 concepts that I quantitatively analyzed with the rubric. I want to consider all ideas that are at least \*\*\* or score higher than 15/25.**

# **Iterative Testing-Selecting-Developing & COMMUNICATING**

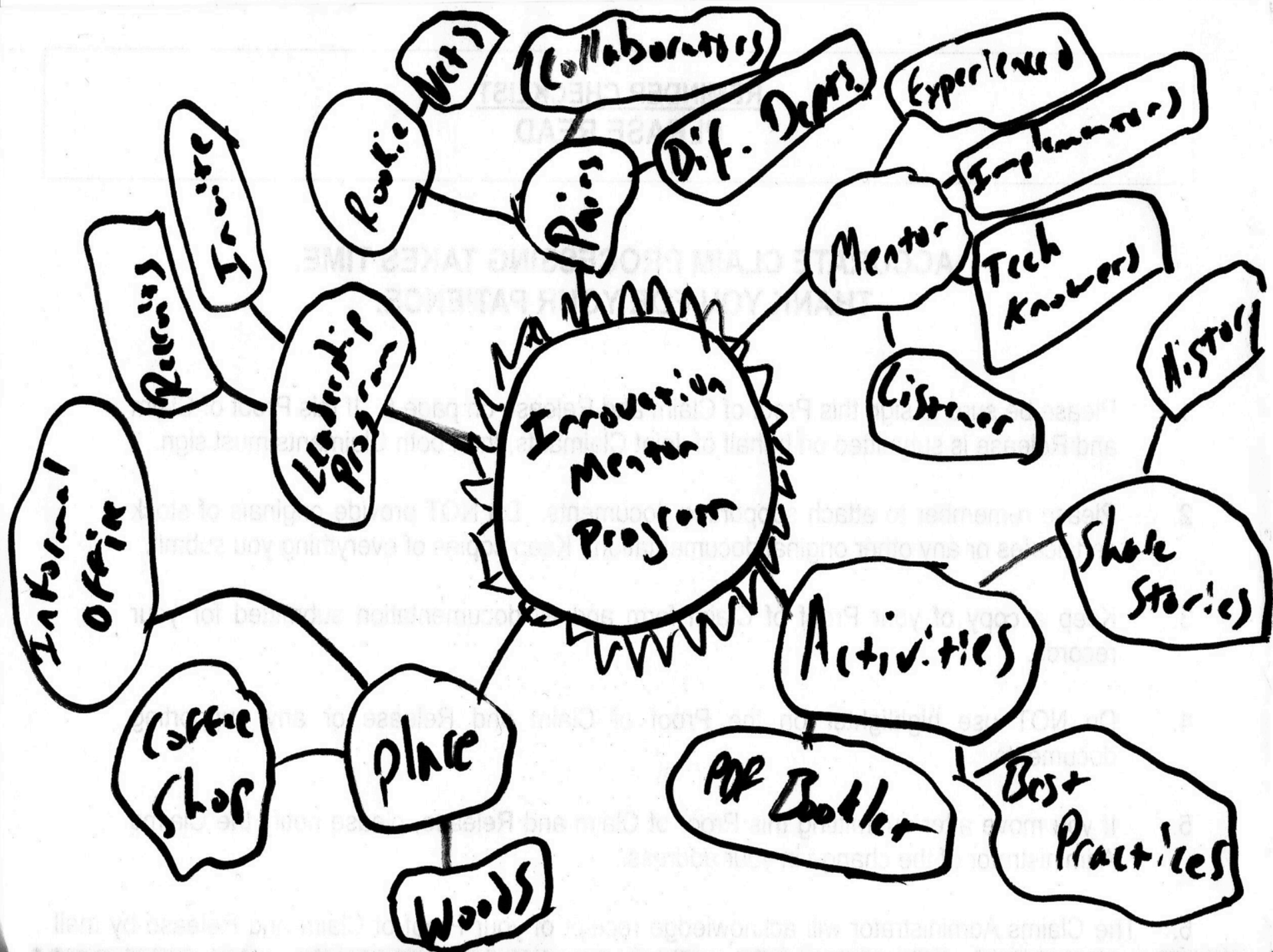
- +1 3x5 card (mashup, build and extend)**
- +2 Concept map (mindmap conceptualizing)**
- +3 Visual sheet (image showing idea in action)**
- +4 Video, Presentation, or Display**
- +5 Rapid Prototype (A very rough version of the real thing to show you can make it work)**

**Always narrowing down, refining, elaborating, clarifying, & COMMUNICATING the concept...especially for the stakeholder.**

## **CONCEPT IDEA: Innovation Mentor Program**

**MORE SPECIFICS: Formal program that will pair up an experienced innovator with a newer innovator to meet on a regular basis at a coffee shop. They can share ideas, strategies, and help each other with their innovation projects.**





## **CONCEPT IDEA: Innovation Workshop Highlight** **Video on Blog**

**MORE SPECIFICS: Show slides and quickly review for people what was done in the workshop by narrating and recording an advancement of all of the slides in order. 10 minute video also will help people who missed parts get caught up and see how the whole innovation process fits together.**

## Innovation Workshop Highlight Video

People can pause video to see "digital slide" longer

Connect to other resources on website video is hosted on

Lead with Innovation Process Prezi Zoom

End of video updates on what to do next

Email link to participant list

10 minutes long

Screen Capture Pro Software

iMovie Software

YouTube Upload

Embed on InnovationLearning.org

Talk them through what we did in workshop

Show all slides in order & activity sheets