



My perfect Idea Management Solution is:

Campaign and Challenge Focused:

- The solution must support **Unlimited, targeted idea campaigns** to different communities of your choosing (whole company, teams, regions etc.)
- Idea schemes that promote unstructured/untargeted ideas typically fail. Your solution must provide **structure** and **specificity**. Build your campaigns as a **specific call for ideas against a specific focus**.

Personalised and Branded for You:

- It is important that you create a **brand** for your innovation activities. Be it a new brand, alignment to an existing brand or an extension of corporate messaging.
- Remember that the best tools will allow you to support **multiple branding options within a single platform**.

Flexible & Configurable with Workflows:

- Some of your campaigns will only need a simple process for idea capture, evaluation and selection, but some will need more **complex stages of development**.
- The best tools should allow you to **build your own process** to achieve the outcomes you desire.

Constantly Evaluating:

Beyond building your innovation framework and defining how the idea flow will work, it is important to ensure there are a range of different evaluation options to help engage your teams in the process of truly evaluating and developing ideas:

- Can you **define your own evaluation criteria** on a challenge-by-challenge basis?
- Can these criteria be **quantitative or qualitative**?
- Are there **other evaluation criteria** for crowd evaluation e.g. voting (likes, dislikes, star ratings), ranking of ideas, pairwise voting.
- Can you set up **private review committees** to allow for closed door evaluation and discussion of the ideas by defined groups?
- Can your tool support **judging panels**?
- Can you route ideas based on categories or other criteria to different groups within the business, to ensure the right ideas are being seen and evaluated by the most relevant people/teams within your business?
- Can you configure ideas for **auto-review based on activity and/or time** to reduce admin tasks?

Social to Drive Engagement and Collaboration:

The true value of an idea management solution comes from the collaboration and engagement around every aspect of the platform. Social tools, beyond the evaluation tools outlined above, should include:

- **Voting:** Vote and comment on ideas to encourage collaboration and rapid development.
- **Development Stages:** Existing ideas can be edited and revised, additional forms can be attached to gather more information - such as building a business case for the ideas against defined criteria.
- **Teams:** Supports and encourages teams to form around ideas as they develop.
- **Sharing & Notifications:** Share to individuals, groups or everyone and follow challenges, ideas, conversations or content to stay engaged with relevant activity. Add @mentions on comments to engage specific members of the community and encourage participation from the right stakeholders.
- **Feedback & Notifications:** In-app, email and push notifications for relevant platform activity including idea activity and progression. Daily Summary providing personalised notifications for followed challenges and ideas and assigned tasks. Weekly Digest of platform-wide activity to keep your passive network engaged and returning to the platform. Task reminders to encourage the timely completion of tasks (i.e. ideas to evaluate or update).
- **Gamification:** Identify key behaviours to encourage and assign points based on activity. Ensure you are getting the participation you desire by rewarding the associated activity. Define activity levels required to achieve defined recognition or rewards.

Integrated with Enterprise tools:

- **Seamless integration** with tools such as SharePoint, Yammer, Slack etc. is key to ensure accessibility and visibility in everyday business areas.
- For external stakeholders, **social integrations** such as Facebook & Twitter are must-have.
- Pull data into management dashboards or integrate with others through an **Open API Platform**

Analysis and Data-driven:

- Analyse data site-wide for overall trends, view leaderboards to track key innovators, measure targeted outcomes from specific groups and then export to further analyse.
- Embed analytics to pull relevant data, drag and drop widgets to make data accessible, customise data permission levels to encourage transparency while maintaining privacy of sensitive information.

Innovate Everywhere:

Your solution should not limit you to only one community, the best tools support multiple communities (internal and external) under a single platform, enabling you to run challenges and co-creation activities with your partners, suppliers, customers, SMEs and even the wider world.