

THEME



Large dashed box 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 dashed box 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



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- 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 dashed box 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



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- 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?

