An integral component of Sopheon’s suite of Advisory Consulting Services, the Effective Idea Management Workshop will help your organization to develop a clear, best-practice based plan of action for improving the efficiency and business impact of the way in which you go about gathering and evaluating ideas. With assistance from Sopheon’s innovation experts, you can transform your ideation process into a focused activity that aligns with your strategies, needs and core competencies to generate more revenues and profits from new products.

Sopheon’s Effective Idea Management Workshop can help you:

- Ensure that your ideation activities are aligned with your strategic, financial and risk-management objectives.
- Combine social networking and collaboration techniques with analytics and process structure to improve the quality of the ideas you generate.
- Use a combination of qualitative and quantitative data to rank and prioritize ideas.
- Develop techniques and consistent standards for evaluating ideas and promoting them to project status.
- Objectively assess the benefits and returns from your investments in idea generation, management and development.

Overview

Sopheon’s consultants will work with you to ensure your idea collection and evaluation process meets your organization’s unique requirements. We will tailor the workshop to your specific needs using the following approach:

Session 1: Preparation and Planning
During the first workshop session, a Sopheon business consultant will meet with your organization’s innovation manager and core innovation team to establish common expectations for the workshop experience. The consultant will also provide the team with a review of idea generation and management best practices. Discussion topics during the first session usually include:

- Review of your organization’s current idea generation and management practices.
- Agreement on project goals and objectives.
- Introductory training in campaign and idea management techniques.
- Identification of a pilot campaign.
Following Session 1, you will be assigned preparatory research and data collection activities to facilitate design and execution of the upcoming idea campaign.

**Session 2: Design**

Session 2 moves into the practical exercise of developing an idea campaign. Most Sopheon customers prefer to use our Accolade® Idea Lab™ solution because it reduces the support and administrative effort required to conduct campaigns. However, the Sopheon consultant can help you develop effective idea campaigns regardless of the level of your technology support. In this session, you and the consultant work together to:

- Develop the format and support collateral for an idea campaign.

- Promote the campaign to “communities of interest.”

- Develop a model for objectively reviewing and assessing the health and value of your campaign, including:
  - Scoring metrics.
  - Ranking and prioritization techniques.
  - Idea promotion and banking.

- Develop a plan for measuring the results of your idea campaigns.

**Benefits**

By developing standard techniques and processes around soliciting, evaluating and ranking ideas, your organization can:

- Improve alignment between idea generation and management activities and your organization’s growth objectives.

- Increase the value of the projects in your innovation pipeline.

- Identify and remove the roadblocks to achieving your product innovation objectives.

- Improve the return on your idea management investment.