



Lesson: Define & Refine a business idea

Activity: Exploration of the questionnaire for market research

Template: Succeeding with Idea Generation

Define the problem or opportunity

Although this seems obvious, the more accurately you're able to describe your current or perceived problem or opportunity, the better chances you have of actually generating useful ideas.

Before you start, try to gather as much information about the problem as possible to get to the heart of the problem. Identify what you already know about it and what information is still needed.

Involve the right people

For your ideation to be as productive as possible, it is important to involve the right people to the process. Engage those people who know about the topic and are genuinely interested in making a change in your organization.

If your plan is to engage a larger group of people to generate ideas, make sure your audience is relevant and well informed on the subject.

Set constraints

Communicating that any idea is a good idea may hinder creativity, so make sure your goals are ambitious and specific enough.

By setting goals, you are providing yourself with a target to aim for. SMART is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely. Therefore, a SMART goal incorporates all of these criteria to help focus your efforts and increase the chances of achieving your goal.



S	M	A	R	T
<i>Specific:</i> <i>Well defined, clear, and unambiguous</i>	<i>Measurable:</i> <i>With specific criteria that measure your progress toward the accomplishment of the goal</i>	<i>Achievable:</i> <i>Attainable and not impossible to achieve</i>	<i>Realistic:</i> <i>Within reach, realistic, and relevant to your life purpose</i>	<i>Timely:</i> <i>With a clearly defined timeline, including a starting date and a target date.</i>