

CROWDSOURCED PROBLEM SOLVING // SELECTING A GREAT TOPIC



PRE-SCREEN

Challenge Sponsors will reach out to you for a broad range of issues. Encourage your Sponsors to select Solve Challenge Topics that will result in an actionable solution. Start by screening out topics that are too broad or cannot be implemented in the near-term.

✓ **The Right Problem**

A Solve Challenge is meant to tackle a black-and-white problem where, **once the right solution is applied, the problem is resolved once and for all.** Solve Challenges are NOT about continual, incremental improvement, where you might slowly chip away at a problem over time.

✓ **Ability to Execute**

For the given topic, ensure that the Sponsor has budget to support the expected cost of implementing the solution. Ideally, Sponsors should plan for solution implementation costs at the onset of the budget planning cycle.

TOPIC SELECTION CRITERIA

The following criteria will separate a great Solve Challenge topic from a good Solve Challenge topic. Work with your Challenge Sponsor to evaluate potential topics against these criteria to select the topic that will result in a solution with the highest potential outcomes.

✓ **Strategic Alignment**

The best topics are aligned with the underlying strategic goals of the organization.

✓ **Topic Definition**

The topic should be focused and clear; the audience must understand exactly what the Sponsor needs help with.

✓ **Audience Engagement**

Choose a topic that is interesting to the target audience, to drive widespread and deep engagement.

✓ **Audience Expertise**

The best topics leverage untapped audience expertise that already exists within the organization; there should be a high likelihood that someone, somewhere within the company, has the capability to come up with a solution.

✓ **Crowdsource Benefit**

The topic should be challenging enough such that it cannot be solved simply by getting a few local teammates together in a room. The best solution can be found by leveraging the abilities and perspectives across departmental, functional, and geographical boundaries.

✓ **Solution Value**

The opportunity (net of implementation costs) should have a projected value greater than \$250k.

Need help building your Solve Challenge? More questions? Let us know at success@brightidea.com