



NAME..... DATE..... RATING OUT OF 10.....

TITLE: WHAT DO YOU WANT OUT OF AN IDEA?

QUOTE: *“Where there is shouting, there is no true knowledge”* Leonardo de Vinci

OBJECTIVES FOR THE WEEK:

- **Attract**
- **Involve**
- **Reward**

What does your idea do?

Attracting is all about getting people’s attention.

If they don’t know about the idea, it will fail.

Involving is about getting them to interact with the idea and this is where we communicate the key messages and create a lasting memory.

Rewarding is to make it worth their while. This is not a bribe and I have purposely not put this in as an attractor.

This is about giving people information that makes things better or allows them to leave having had a worthwhile interaction. If they are not happy to have interacted, all else is in vain.

When you are looking at ideas this week, put these up as headers and make sure you are ticking at least one box.

Look at current projects and put them to the test, do you they fulfil this need? If not, they need to.

RESULTS:

