Innovation Conversation Template

Use these questions with your team to help think through a problem or opportunity

	Title of idea/problem:	
INSIGHT—SEE	• What's the need? What's the evidence there's a need? (Observation) • Who's the user/customer? What problem are you solving for them? • What are the assumptions about the need? Are you sure of these assumptions? (Challenge) • What's the real impact wanted? (Reframe) • What is the challenge? How can we…? (Synthesise)	
IDEAS—THINK	• In an ideal world, how would you solve the problem? (visualise) • How have others solved it? (Perspectives) • Generate at least three different ideas to solve the challenge. (Brainstorm) • Which ideas are worth testing? (Filter)	
ACTION—DO	• How will you know if the idea works? (Prototype) • Who will you co-create and/or test it with? (Co-create and iterate) • How will you implement it? • How will you capture the value?	
NEXT STEPS		