INNOVATION IDEA CANVAS

Planning a Change that adds Value

Title of Idea Communications

We would love to see a snappy quote or comment relevant to this concept

Written by:

Date:

A. Tell us about your idea

Describe in a few sentences what your idea is. (Benefits are in Section C)

A Communication Strategy for raising the awareness and profile of the innovation program.

Games and quizzes
Staff newsletter
Twitter
Loudspeaker
Share successful ideas – senior exec/intranet news stories
Displays near thoroughfares/in lifts
Champions
Executive workshop
Facilitate workshops
CEO briefing to all staff
Yammer
Executive buy-in early
Celebration events
Video conferencing (regional staff)
Displaying the idea canvas in physical location around the business so can contribute ideas
Regular feedback status updates
Events/forums
Internal comms teams
Social media
Move the furniture
Ask staff how they want to receive comms/info – multi-faceted approach
Visual branding – uniforms
Roadshow
Innovation portal/software
"Curiosity" campaign
Listen to how they want to be communicated with
Water cooler posters
Breakout morning teas
Speed chatting sessions
Location visits by champions – fun, games, quizzes, challenges
Recognise innovation as part of the job
Time out to spend on innovation
Recognition for good ideas to fruition
Free text surveys – have workers tell the story back
Two way communication
Surveys
What's in it for them – find currency

B. What do you need to do to make it happen?

What are the key steps or the most important things that must happen to support the Value Proposition behind your idea and make it happen?

Active IT people engaged early
IT/Comms embedded in teams
Acceptance that comms doesn't only mean text
Get the known nay-sayers on the committee/board/decision making
Breakdown red tape
Committee of champions
Change the language – keep it simple
Ensure there are comms regardless of significance

E. Who do you need to work with to make it happen?

What areas of the business need to be engaged and have to support your idea?

Set realistic timeframes and communicate progress throughout
Executive buy-in early
IT & Corp communication support
Marketing team
Voting
Cost savings made available for new innovation
Participators budgeting

F. What resources do you need to make it happen?

Describe the type of resources you required e.g funds, expertise, IT, time, legal.

Budget
Change activators

H. How much will your idea cost and how will funds be spent?

Describe the costs and how the funds will be spent and/or which are the most important costs to consider? (e.g which key resources or activities are the most expensive).

C. Value Proposition

Users	**Describe the users who will benefit from this e.g specific customers, staff, partners etc.**	
Challenge or Idea	**Describe the challenge/ problem that your idea will solve**	
	Describe the current situation e.g why the current system/process is not working	
Solution or Opportunity	**Describe how this idea adds value.**	

D. Describe the value that your idea can add to your business.

Describe if the values are financial, social, environmental or other.

Increased awareness = increased participation
Buy in momentum "light the fire"
Fosters staff engagement
Staff awareness = engagement
Continuous improvement
Make it an attractive place to work – attract good candidates
Improved community confidence
Better/Improved business practices
Legislative change
Excitement – improve morale
Opportunities for genuine savings from ideas
Shows that anyone at any level in any role can improve the department
Transparency
Fosters staff engagement/awareness

G. What assumptions need to hold true for your idea add value to your business?

Describe if there are certain assumptions that are in place for the idea to add value e.g if certain expertise is available, IT requirements remain the same, etc.

That people want/believe in the change
Change is ok
All staff have access to technology e.g. field staff
It's ok to be different
Answer the "what's in it for me" question
Ideas can feed into business plans

For office use only
Idea champion: