



THE COMPLETE TOOLKIT TO

IDEA CHALLENGES

v//ma
A HYPE INNOVATION COMPANY



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Breakdown of the toolkit

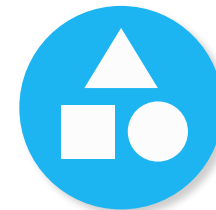
The Complete Toolkit to Idea Challenges starts with the **double diamond** of innovation and how it can be used to understand differences between problem-centric and solution-centric challenges. After this, the guide will be divided into **3 segments**:



Overview of problem and solution - Centric idea challenge processes that can be used for visual representation and templates



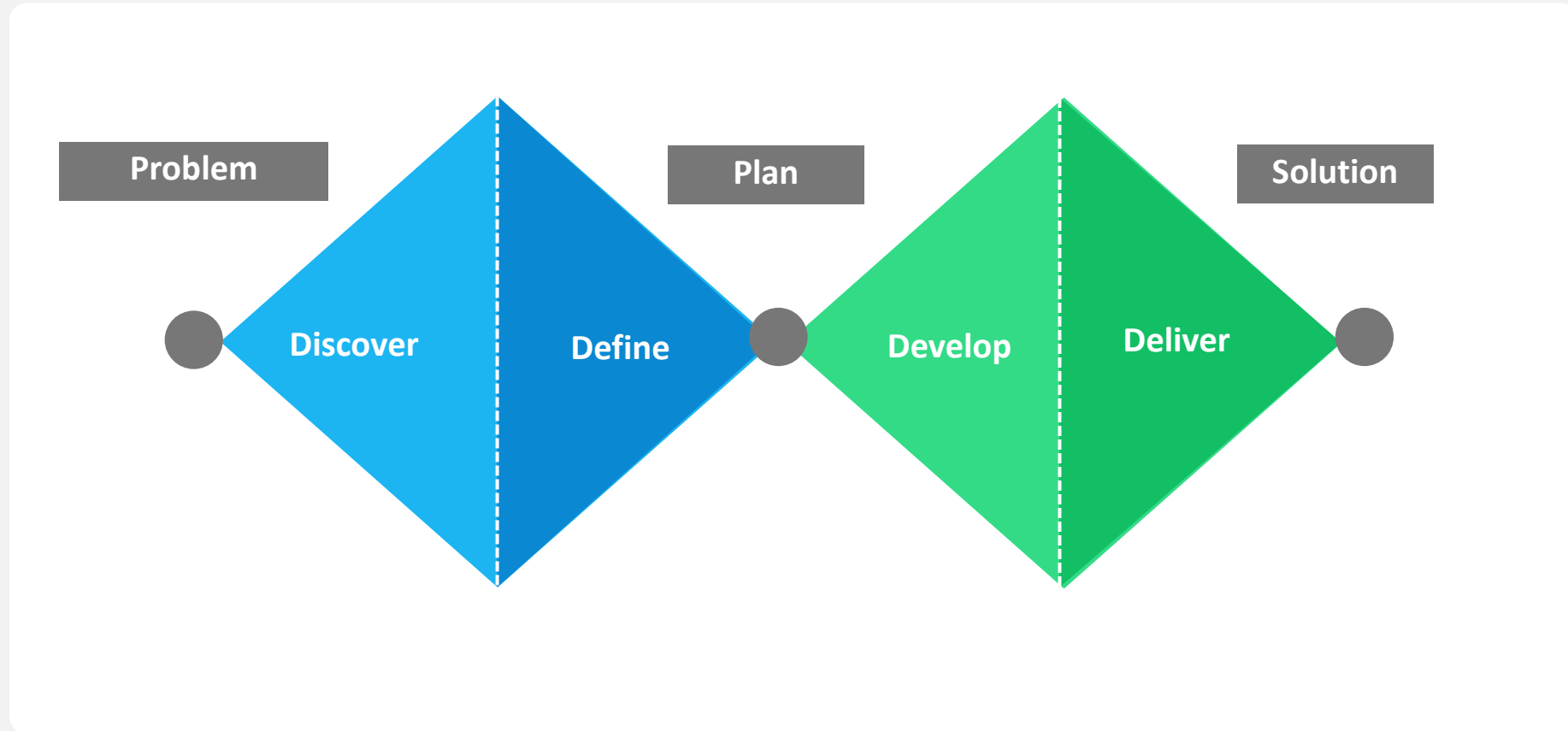
Email templates which can be used as guidelines for challenge related communication



Challenge canvas for planning out your very own challenge from scratch



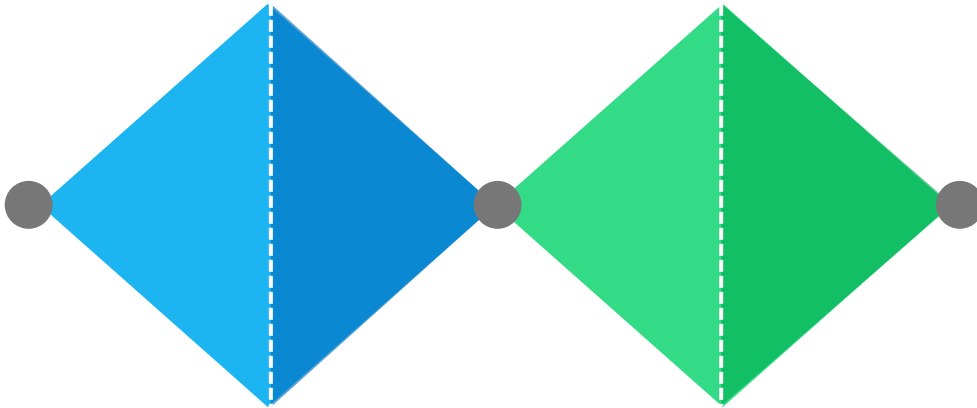
Double diamond of idea development





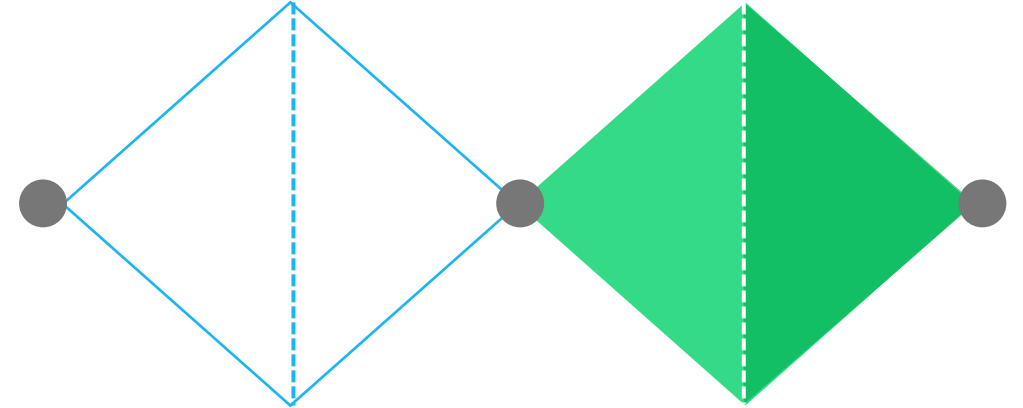
Problem-centric vs solution-centric

Problem-centric




A **problem-centric** idea challenge goes through both sections of the double diamond and thus focuses first on defining a “problem” in a priority area and then finding solutions to that problem.

Solution-centric



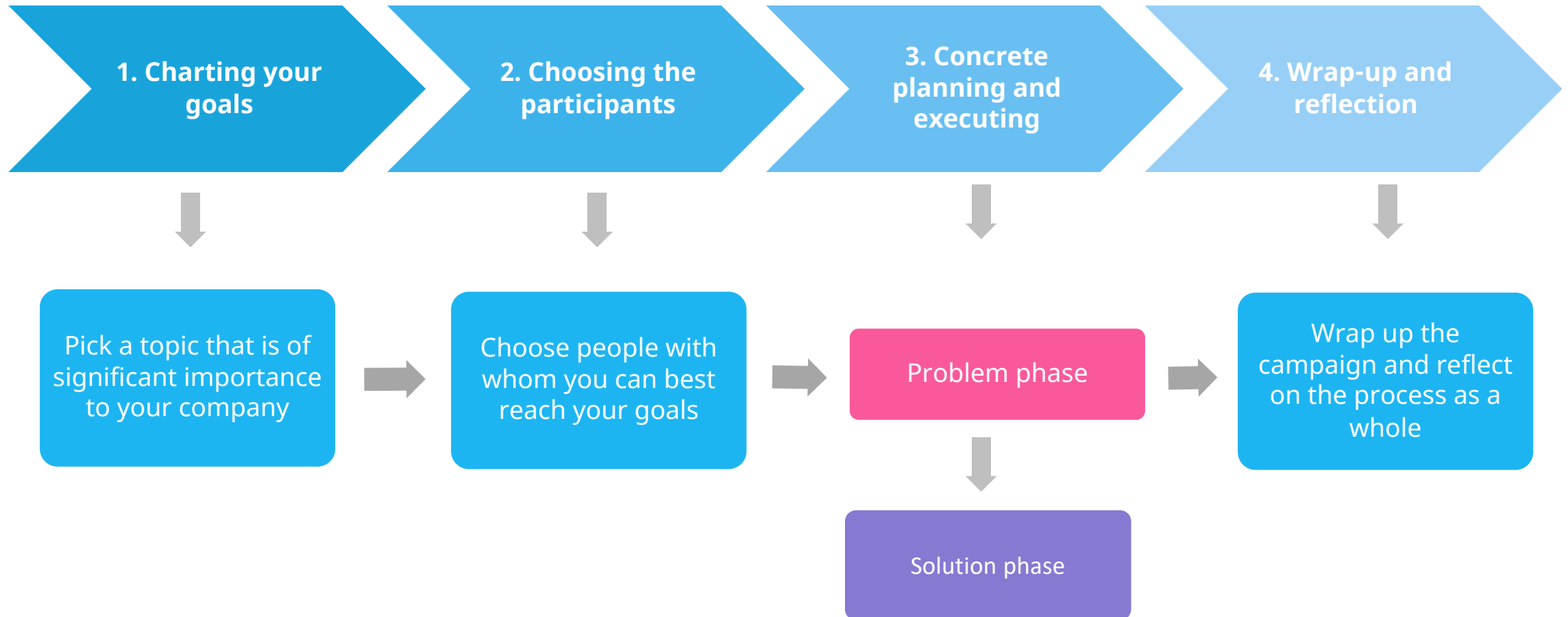
If the problem is already clear or you otherwise need creative alternate solutions in various areas, it isn't necessary to go through the entire double diamond. In this situation, the solution section will suffice. This is called a **solution-centric** idea challenge.

An open notebook with a blue and white patterned cover is shown from a high angle. A large, white, semi-transparent circle is centered over the notebook's pages. Inside this circle, the text "Problem-centric Idea Challenge" is written in a bold, black, sans-serif font. The notebook's pages are blank and white, and the background is a light, neutral gray.

Problem-centric Idea Challenge

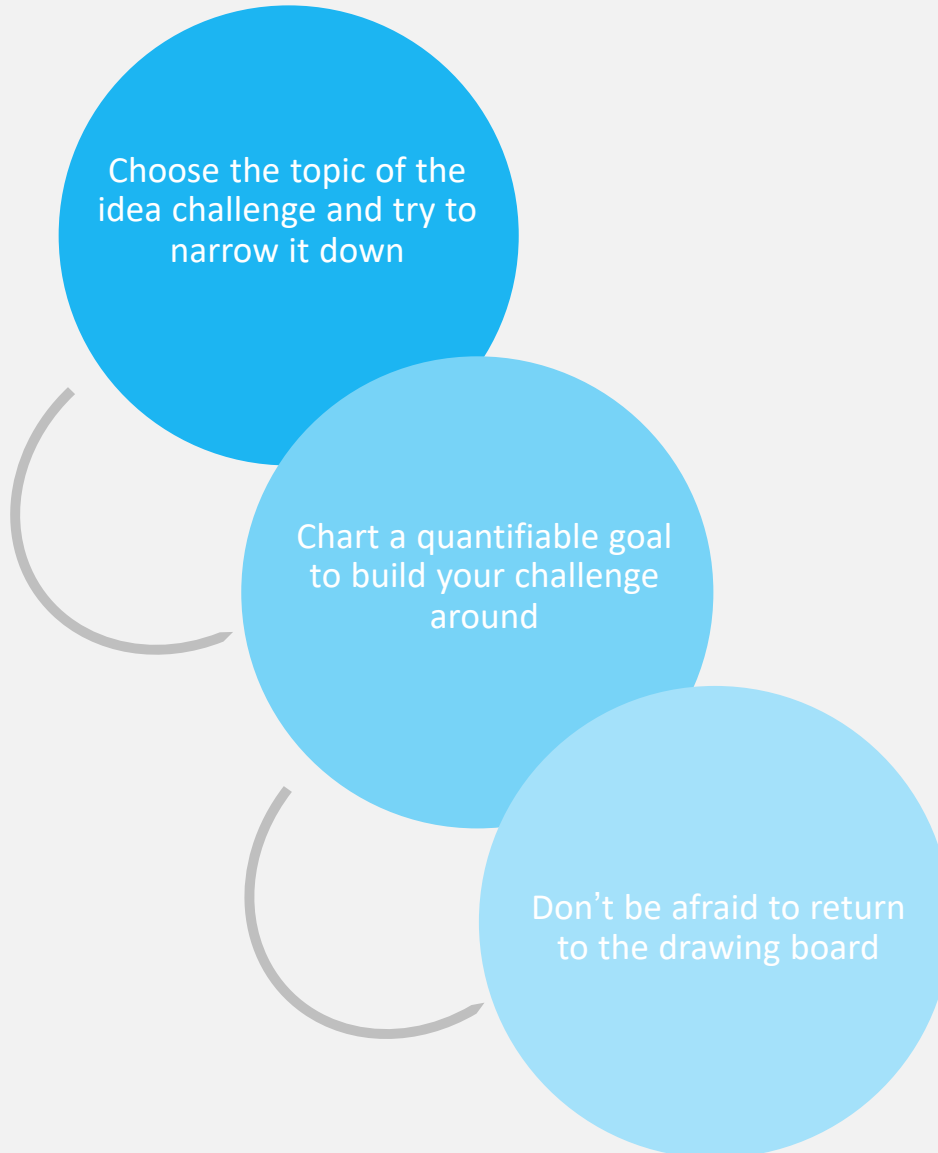


Problem-centric idea challenge process





Charting your goals



In a problem-centric idea challenge this is typically a very specific area of improvement

A quantifiable goal makes it easier to objectively measure results

Keep refining your goal until you're satisfied with it

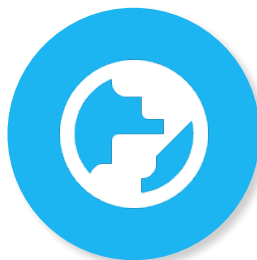


Choosing the participants

Key factors of a focused audience



The size of your audience can range from focused groups inside the organization to the entire public.



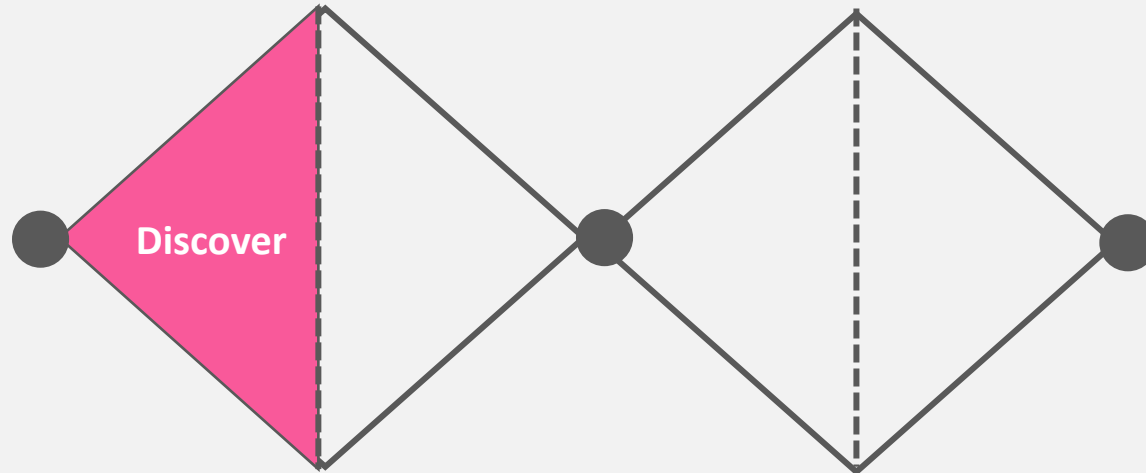
Make sure the people who you wish to include in the challenge are realistically within reach.



Choose the most relevant and knowledgeable stakeholder group that is willing to contribute.



Problem phase: Concrete planning and executing

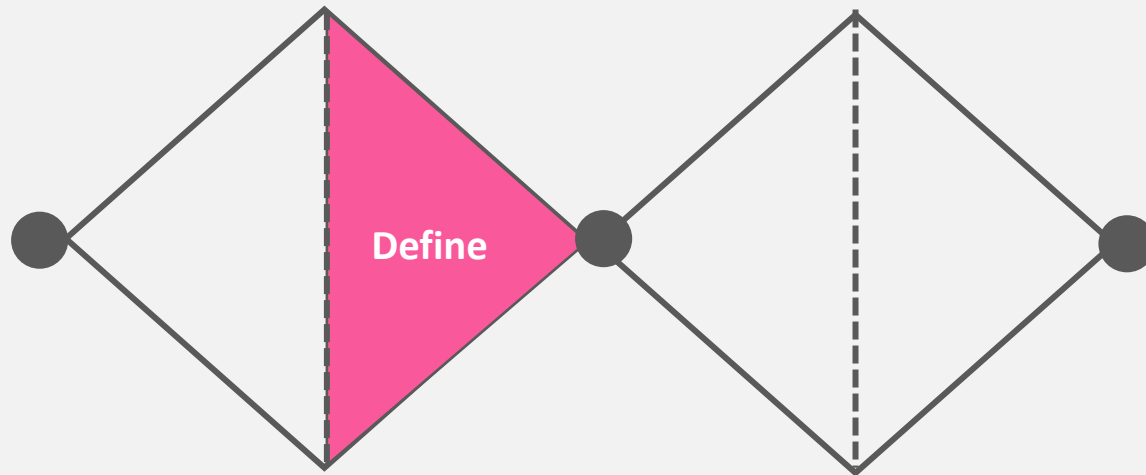


Identifying the initial problem

1. Choose a time period for scouting problems
2. Contact the participation audience through various channels
3. Start gathering ideas
4. Make responsibilities clear to the organizing team
5. Engage the participants
6. Give participants time to rank problems by significance
7. Send reminders



Problem phase: Concrete planning and executing



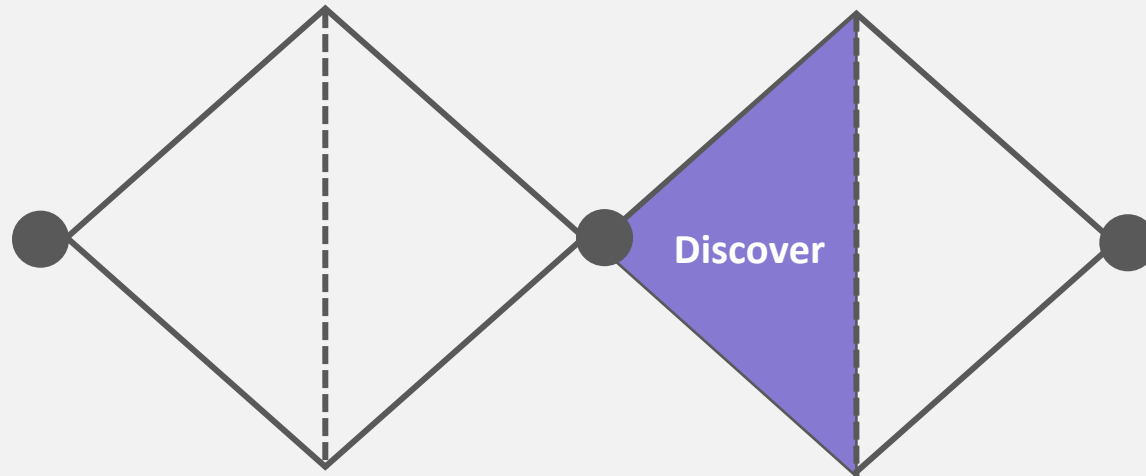
Analysis by organizing team

After you're finished with problem scouting

1. Identify recurring themes and group ideas to them
2. Abstract the themes and choose 3 or 4 most important ones



Solution phase: Concrete planning and executing

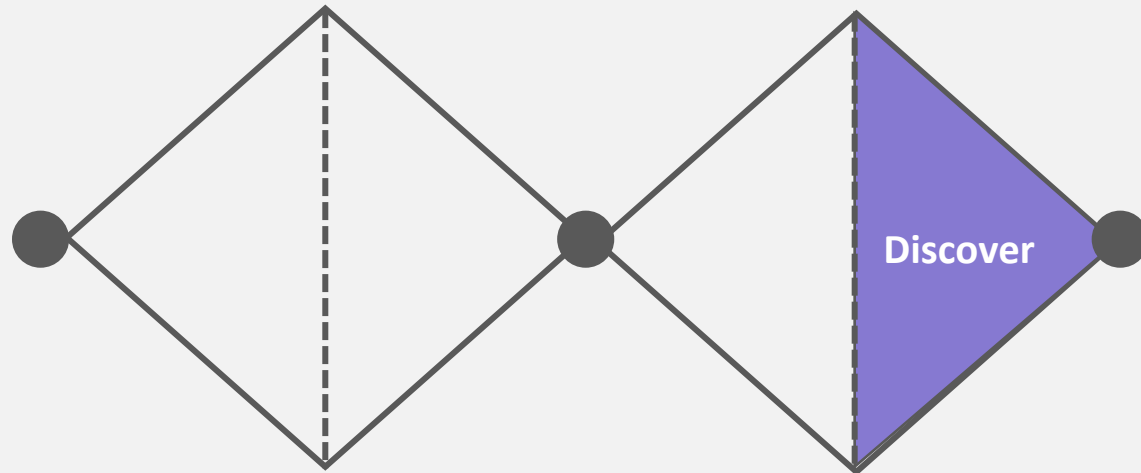


Solution development

1. Choose a time period for finding solutions to the selected problems
2. Contact the target audience through various channels
3. Start gathering ideas
4. Make responsibilities clear to the organizing team
5. Engage the participants
6. Give time for feedback, iteration and evaluation
7. Send reminders



Solution phase: Concrete planning and executing



Processing the results

1. Pick a few ideas with the most promise
2. Assign responsibilities for the development of those ideas
3. Allocate resources
4. Communicate results and following steps

Wrap-up

Rounding up the findings

Planning next steps and responsibilities

Communicate the next steps

Follow up

Round up and prioritize all the ideas, input, insights, and other notable discoveries

Make a plan on what to do with the promising ideas and assign people responsibilities for carrying out that plan

Aspire for transparency in communication and make sure all relevant participants and other relevant parties are aware of the plan

Make sure that the plan is followed and actual progress is made with the ideas.



Reflection



What worked

Go through the entire idea challenge process with your team. Have everybody write down the things they feel led to successes along the way




What didn't work

Have everybody pool their thoughts on what ultimately led to the shortcomings in your challenge



Practical takeaways

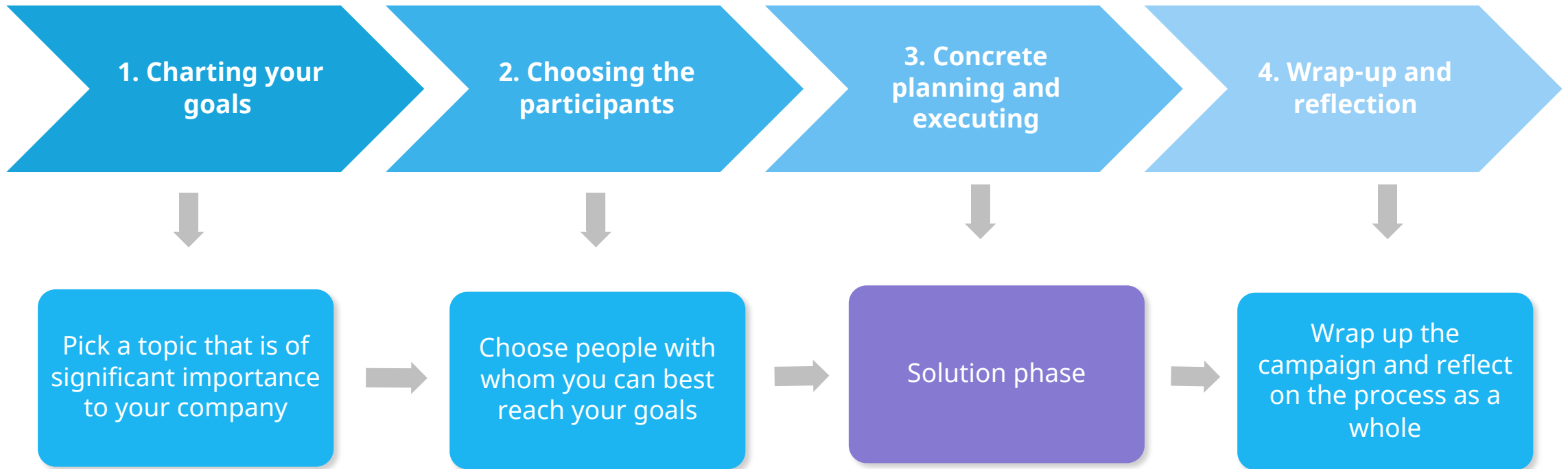
Use the gathered knowledge to make a process out of improving every idea challenge as you move forward

A top-down view of a workspace. In the center is an open notebook with blank pages. To its left is a black smartphone. To its right is a yellow pencil and a pair of black-rimmed glasses. In the top right corner is a silver laptop. In the top left corner is a small potted plant. A large, semi-transparent white circle is overlaid on the notebook, containing the text.

Solution-centric Idea Challenge

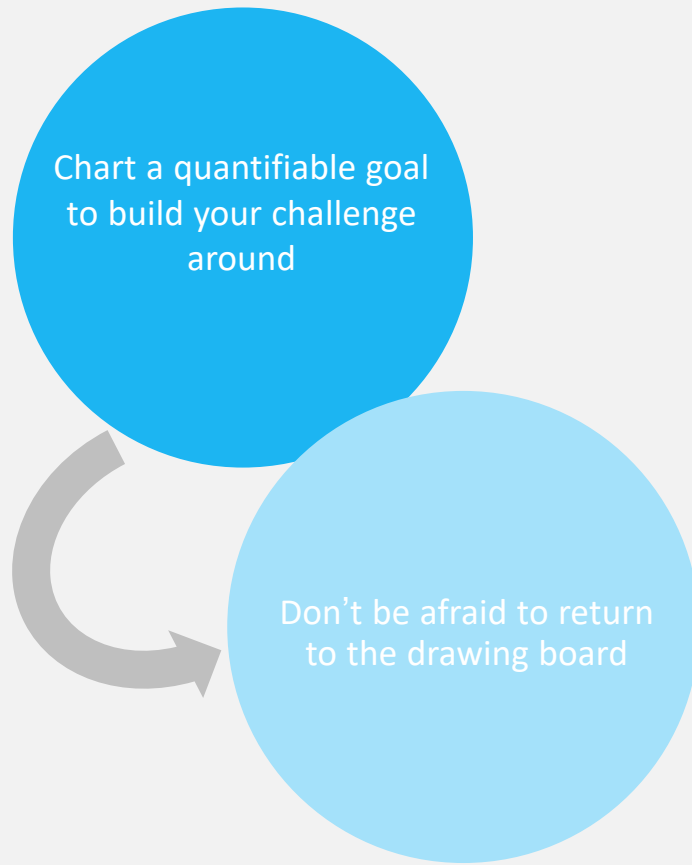


Problem-centric idea challenge process





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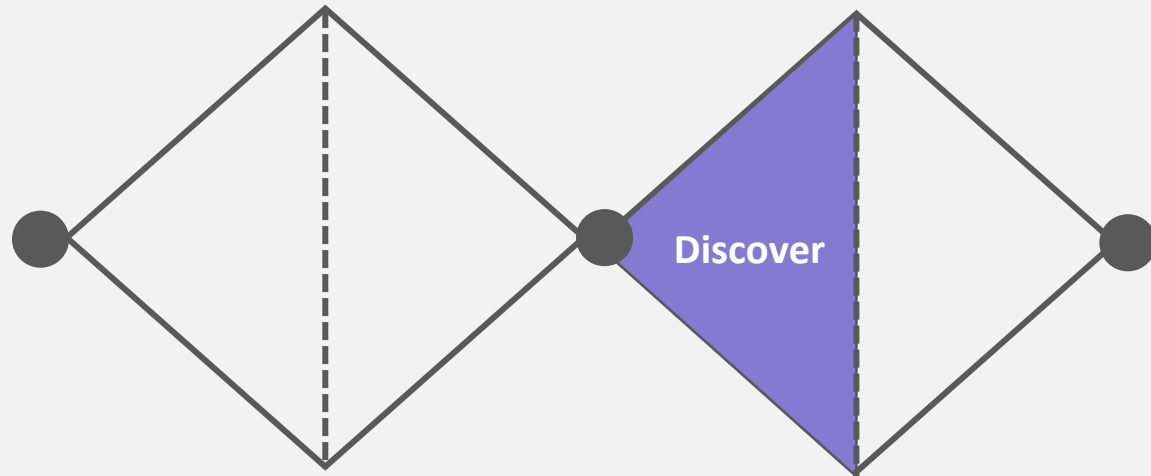
Make sure the people who you wish to include in the challenge are realistically within reach.



Choose the most relevant and knowledgeable stakeholder group that is willing to contribute.



Solution phase: Concrete planning and executing

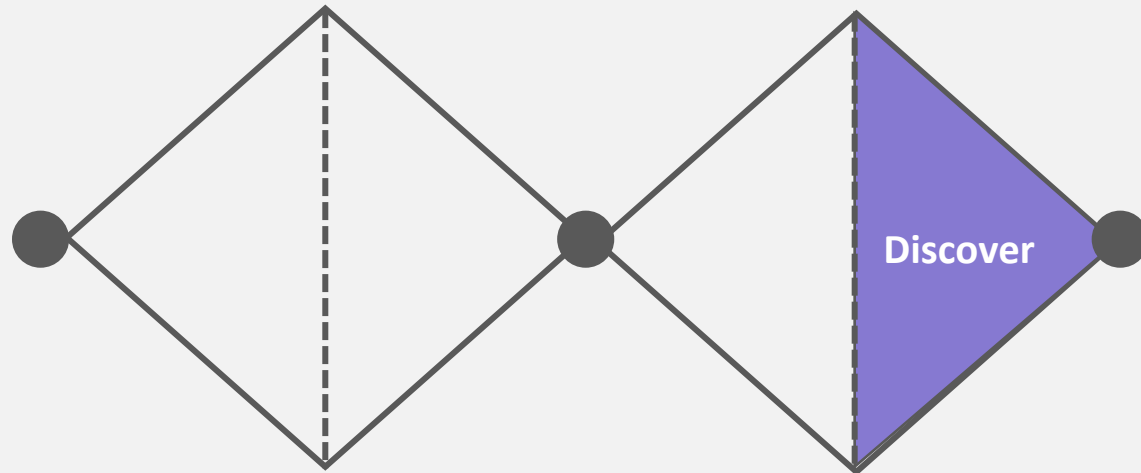


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Solution phase: Concrete planning and executing



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Practical takeaways

Use the gathered knowledge to make a process out of improving every idea challenge as you move forward

A glass vase containing several eucalyptus branches with silvery-green leaves is positioned on the left side of the frame. A large, semi-transparent white circle is centered over the right half of the image, serving as a background for the text. The overall aesthetic is clean and minimalist, with a light gray background.

Idea challenges in practice



Idea challenges examples

Strategy formulation

Strategy work doesn't have to be a job assigned exclusively to higher management. Employees should be considered as insightful resources into where the company is and where it could head.

Even if not all ideas prove to be useful, you can always uncover hidden gems. Even more, using an idea challenge to gather insights on strategy is also a good way to engage employees and spot new opportunities.

Strategy implementation

Create an idea challenge to ask employees for ways their work can support the new strategy or how they would change the business.

This will empower employees to be part of the implementation process and will also communicate the goals of the new strategy. Their contribution might even result in new ideas that can reinforce the strategy.



Idea challenges examples

Process improvement

One easy way to bring about change and improvements is through an idea challenge targeted at processes. Ask your employees how they would improve the current processes related to their work and you will get useful and practical ways of improving something that impacts everyone as well as the bottom line.

There are few perfect processes, if any. Turning this into a systematic approach will bring change in customer service, HR, operation, finance, administration or other areas where work is standardised.

Product improvement

Innovating is also about improving on existing products. To support these improvements you can systematically gather ideas through idea challenges. You can access new resources outside or inside the company and you will always have more ideas than you can implement.

This raises new opportunities of further developments or even new products. Customers or employees are uniquely positioned to identify where improvements are necessary and using an idea management tool will enable you to evaluate and prioritize these ideas.



Idea challenges examples

Saving resources

Wasting resources of any kind has a financial impact on any company. Identifying the best areas for saving can be achieved through an idea challenge where employees can have a say in the matter. Their proximity to everyday activities can help identify ways to save resources (material, resources etc.).

The realisation that such savings can also benefit them on the long term will increase their motivation and participation rate.

Saving time

Time is just as valuable as resources and materials, because time is money. Organizations can waste more than 20% of working time on poor practices and meetings (time spent in meetings accounts for additional 50% of total working time). This results in huge financial losses for companies.

Work with your employees to identify and fix the inefficiencies that result in wasted time and money. Doing this will also increase productivity and engagement.



Idea challenges examples

Minimize defects

Minimising defects in products is a top priority for the best performing companies. As there are so many things to improve, systematically collecting information on defects highly important. Defects affect products, profitability and customer satisfaction.

Organise idea challenges around this topic and work with your employees to identify ways to improve them. Once you are aware of these you can start prioritising and implementing processes like Lean Six Sigma to lower defect rates.

Ideas to increase sales results

Increasing sales drives growth and keeps the ball rolling. Sales managers who have a systematic approach to improving their results will inevitably do better. So make sure to put a system in place through which sales challenges are registered.

An idea challenge that encourages collaboration and transparency between sales reps can uncover new solutions and ideas. Don't miss on the opportunities for improvement and find ways to pilot and keep track of the effectiveness of your system.



Idea challenges examples

Improve customer onboarding

All employees want to feel valued and listened to. Intrinsic motivation has greater effects than financial incentives. Giving a voice to your workforce shows that you care and acknowledge their work.

You can engage employees through an onboarding challenge idea. The bigger the company the harder it becomes to onboard new employees. Those who have gone through that same process might have ideas to improve it.

Workplace safety and satisfaction

If you want to improve workplace satisfaction or safety you can start by asking employees about their concerns. Investing in workplace safety can lead to a return on investment of almost 600%.

Gathering ideas and scale the best results by making workplace safety improvement a continuous, collaborative and proactive effort with an effective idea management process.

The same applies for workplace satisfaction. You can start by asking employees how their work could be made easier, less stressful, or simply more fun.



Email Templates

»» How to use the email templates



The following slides contain pre-crafted emails that can be used as the basis for some of your communication during the challenge.



Each template has [***bolded placeholders***] with descriptions. These should be replaced with content specific to your challenge.

P.S. Don't stress if you can't replace all of the placeholders right away. As many aspects of idea challenges are very case-specific, these emails should primarily be viewed as guidelines. Feel free to edit them to best fit your challenge!

Introductory email in a problem-centric challenge

Greetings everyone,

As all of you may know, we're always eager to find new ways of improving the way we work. We've decided to launch an idea challenge so that you get to share your valued thoughts on **[area of problem scouting]**. By putting our heads together, we can make our organization even more exceptional than before!

The challenge will start **[time until challenge starts]** from now and have *two* periods of brainstorming. The *First period* will last for **[time for problem scouting]** weeks and the *second period* for **[time for finding solutions]** weeks.

The challenge itself will happen in *three phases*:

It will start with the first brainstorming period, during which all participants can share their own ideas and thoughts on what areas of **[area of problem scouting]** could be improved. During this time, everyone is more than free to comment on the ideas of others. Our organizing team will also give feedback and constructive notes on the ideas.

Next, during the second brainstorming period, we will start looking for solutions to the most critical problems found during the first brainstorming period. Much like in the first phase, everyone is welcome to comment on other people's ideas and our organizing team will provide feedback.

Finally, after both brainstorming phases of the challenge are over, we will choose the most promising solutions for further development. In this phase, the organizing team, along with volunteers who have been a part of molding the ideas, will start processing them further.

This is a unique chance for you to participate in improving our organization and your thoughts and insights heard. If your idea is popular, you may even get to be a part of making it happen after the challenge is completed!

For all the action to take place, we're using a platform called *Viima*, which you can find from the following link:

(Link to online platform, e.g. <https://app.viima.com>)



Introductory email in a solution-centric challenge

Greetings everyone,

As all of you may know, we've worked hard for the last few months to solve **[problem]**. We've decided to go all-in and launch an idea challenge so that you get to share your insights and ideas. By putting our heads together, we can make even more progress on this crucial issue!

The challenge will start **[time until challenge starts]** week from now and last for **[time for finding solutions]** weeks. In this time, you are free to throw any ideas you might have regarding **[problem]** at us. If you're eager to already check it out, you can do so **[link to the online platform]**.

The challenge itself will happen in *two phases*:

First, we are going to let everyone share their own ideas and comment on the ideas of others. Our organizing team will also give feedback and constructive notes on the ideas throughout this phase.

Next, after the brainstorming phase of the challenge is over, we will choose the most promising ideas for further development. In this phase, the organizing team, along with volunteers who have been a part of molding the ideas, will start to refine them further.

This is a unique chance for you to participate in improving the way we work and to get your insights and ideas heard. If your idea is popular, you may even get to be a part of making it happen after the challenge is completed!

For all the action to take place, we're using a platform called *Viima*, which you can find from the following link:

(Link to online platform, e.g. <https://app.viima.com>)



Email to team in charge of a problem-centric challenge

Hello team,

We're very excited to have you as a part of our team responsible for organizing the idea challenge.

As all of you know, the theme of the challenge is to find new ways of improving **[area of problem scouting]**. Your role as a member of this team is to be the rallying force behind the venture. Together, we can make this challenge a success!

As a reminder, the challenge will be divided into 3 phases. *Firstly*, scouting the initial problems. *After that*, finding solutions to those problems. *Finally*, developing the most promising of those solutions.

Different tasks during the challenge will be divided between the *organizing team*, *subject domain experts* (category admin), and *steering group*.

The organizing team's tasks include:

- **During phases 1 & 2:**
 - *Helping users resolve challenge related issues*
 - *Encouraging participation*
 - *Sending reminders*
- **Between phases 1 & 2:**
 - *Reminding people to also take part in the second brainstorming period*

- **In phase 3:**

- *Doing follow up checks on the progress of ideas*
- *Communicating following steps to related users*
- *Sending reminders to responsible parties*

Subject domain experts' tasks include:

- **During phases 1 & 2:**

- *Giving constructive feedback on ideas*
- *Encouraging participation*

- **Between phases 1 & 2:**

- *Prioritizing the problems found during the first brainstorming period*

In phase 3:

- *Helping further development of ideas through iteration*

Steering group's tasks include:

Between phases 1 & 2:

- *Choosing the most important of the problems for the second brainstorming period*

After phase 3:

- *Choosing the best of the developed ideas for implementation*

The challenge will start in **[time until challenge starts]**. If you have any questions or don't know what you should do, please **contact us!**

Email to team in charge of a solution-centric challenge

Hello team,

We're very excited to have you as a part of our team responsible for organizing an idea challenge.

As all of you know, the theme of the challenge is to find new solutions to **[problem]**. Your role as a member of this team is to be the rallying force behind the venture. Together, we can make this challenge a success!

As a reminder, the challenge will be divided into 2 phases. Firstly, coming up with ideas. *After that*, further developing the most promising of those ideas.

Different tasks during the challenge will be divided between the *organizing team*, *subject domain experts* (category admin), and *steering group*.

The organizing team's tasks include:

In phase 1:

Helping users resolve challenge related issues

Encouraging participation

Sending reminders

In phase 2:

Doing follow up checks on the progress of ideas

Communicating following steps to related users

Sending reminders to responsible parties

Subject domain experts' tasks include:

In phase 1:

Giving constructive feedback on ideas

Encouraging participation

In phase 2:

Helping further development of ideas through iteration

Steering group's tasks include:

After phase 2:

Choosing the best of the developed ideas for implementation

The challenge will start in **[time until challenge starts]**. If you have any questions or don't know what you should do, please **contact us!**

Participation reminders

Problem-centric

Greetings everyone,

It's almost here!

As most of you know, in **[time until challenge starts]** we will launch an idea challenge in the hopes of getting your valued insights and solutions on **[area of problem scouting]**.

As a reminder, the challenge will happen in *three phases*. *First*, we will gather ideas on **[area of problem scouting]**. *Then*, we will focus on finding solutions to the arisen problems. *Finally*, we will further develop the most promising of those solutions.

So, are you ready to put your creative minds to the ultimate test? Will it be you, who comes up with a game changing idea?

Get familiar with the challenge in advance:

(Link to online platform, e.g. <https://app.viima.com>)

Solution-centric

Greetings everyone,

It's almost here!

As most of you know, in **[time until challenge starts]** weeks we will launch an idea challenge in the hopes of getting your valued thoughts on **[problem]**.

As a reminder, the challenge will happen in *two phases*. *First*, we will gather ideas on how to fix **[problem]**. *Then*, we will further develop the most promising of those solutions.

So, are you ready to put your creative minds to the ultimate test? Will it be you, who comes up with a game changing idea?

Get familiar with the challenge in advance:

(Link to online platform, e.g. <https://app.viima.com>)

A glass vase containing water and a green plant with large, heart-shaped leaves. The vase is positioned on the left side of the frame. A large, semi-transparent white circle is overlaid on the right side of the image, partially obscuring the plant and the background. The text "Challenge Canvas" is centered within this circle.

Challenge Canvas

THEME



Write down your top priority agendas



Can you find a key theme based on those agendas?

AUDIENCE



Write down the factors that limit your audience size



What defines the most relevant stakeholder group for you?

RESPONSIBILITIES



TASKS

Decision makers:

Subject domain experts:
(category admins)

Organizing team:



Write down various tasks regarding the challenge and assign them



How do you choose the right people for the positions?

RESULTS & FOLLOW-UP



(post-challenge)



Gather results from the challenge and plan future steps for ideas



What did you learn from your successes and shortcomings?

GOALS



Build a quantifiable goal around your chosen theme



Are you satisfied with that goal or should you repeat the earlier steps?

TIME



Write down what you feel is an optimal length for gathering ideas.



What disruptive factors should you avoid from overlapping with your launch?

