IDEAS Model

The Ideas model develops a structured approach to generate ideas, with an emphasis on creating implementation plans that turn ideas into reality.

Use the below structured flow yourself to start generating new ideas and thinking about how you are going to achieve them:

I – Instigate Thinking

How do you go about generating new ideas?

How much time are you going to put aside and where are you going to do this?

If we do things differently it helps us to think differently and once we start to do this we will become more innovative. It is by thinking differently and creating the right environment to do this, in that we can truly realise our creative potential.

D – Detail

Detail 3 ideas.

Identify ideas that will enable you to improve performance. It is more likely that you will think of these after taking time out to Instigate Thinking.

E – Evaluate

How are you going to select which ones to focus on first?

Use PERFORM to filter ideas. This will help you see clearly which ones can be implemented and which are unworkable or cannot be executed in the short to medium term.

A – Action Plan

What are the necessary actions?

Formulate the necessary actions from the PERFORM to implement the idea(s). This is to show how and when ideas will be turned into reality.

S – Share

How and to whom should I communicate my ideas to?

By communicating 'far and wide' what you want to achieve you increase your chances of achieving your goal.