

Learning outcomes:

- Evaluate and analyse your ideas.
- Use a structured approach to evaluation.

What you will need:

- Handout 35 – Evaluating and analysing ideas
- Handout 36 – Using the 10-point evaluation guide
- Handout 37 – A structured approach to evaluation
- Handout 38 – It's a cycle...

Content and suggested timings:

Introduction	5 min
Understanding how to evaluate and analyse your ideas	20 min
A structured approach to evaluation	20 min
A creative idea development wheel	15 min
Total duration:	60 mins

Introduction

**The goal is always to SOLVE THE PROBLEM not to
implement a particular solution.
You are committed to the goal not the path!**

Ask delegates if they have any examples of when they have seen someone so committed to the path they are on, that they don't see when they need to change path in order to achieve the goal?

Whilst we have spent a lot of time learning about how to come up with lots of ideas, what is crucial is that we also feel confident in identifying from those ideas which ones to take forward. And after taking an idea forward we need to know how to assess whether our idea is delivering what is required.

This module therefore focuses on evaluation and analysis.

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