



executive 20:20 coaching

## *10 Top Tips in Creativity*

### **Evaluating Options**

1. **Decide what criteria are important before you evaluate.** Keep the discussion on criteria separate from the ideas you have generated - that stops bias entering the equation.
2. **What resources are available to carry them out?** Sometimes what appear to be the very best options are simply not available due to lack of appropriate resource.
3. **Who gets to vote?** It's a good idea to use the same people who generated the ideas as a first pass. You can then select a couple of options to put forward to the Problem Owner.
4. **Give people several votes each.** Then they can spread them across the options they like. This gives a better weighting than one man one vote. Perhaps they may allocate several votes to one item.
5. **Kick out the obvious non-starters before voting on the rest.** But keep them in mind - they may have elements that might work in your final solutions.
6. **In your situation is being radical more important than incremental change?** This may determine which options to prefer.
7. **How fast do you need to move?** Time is a key resource. Getting there before the competition or ahead of pending disaster will exert a different set of pressures.
8. **Is there a parallel to something you have done successfully in the past?** There's no harm in a bit of cut and paste that gets things moving more quickly and may make it easier for others to accept.
9. **If you have two or three competing options that appear good - look at the likely outcomes.** Fixing a problem in different ways can result in different outcomes. Spend some time working out what those might be to see which looks more favourable; don't just pick one with a pin!
10. **Document the decision-making so that you can explain it to others who come late to the project.** You might be surprised at how often other people may try and impose their own ideas unless you can show that you have been rigorous in getting this far. The outcome of the evaluation is a plan of action that you should follow with appropriate project controls - **don't let the scope creep.**