



Innovatr Academy.

Tools & templates



Passionometer

Choose our ideas intuitively... with passion



WHAT IT IS

The pre-requisite of any idea being successfully launched is the passion that a team have to put the hard effort into bringing the idea to market. And we are usually consumers and have a healthy intuition about what might work with other consumers.

So before getting more sophisticated in judging ideas we run a passion-o-meter to gauge the emotion around our ideas.

It is a quick way to get reductive and flush out ideas that are not worth continued effort - to give space, investment and time, to those with the potential to succeed.

TIPS

- Create a gallery of numbered ideas.
- Give people 3 post-its hearts.
- Give people time to review all the ideas – and encourage them to do so in silence.
- Ask people to favourite 3 ideas – based on their emotion & energy (and useful question is ‘which ideas would you pick if you were going to work on them yourself full time for the next 3 months).
- If anyone is anxious that we are not being commercial enough, let them know that getting commercial is coming next.