

ACTIONS



CHECKLIST

WHY?



The ecologies of actions tackle the problem.

This might sound obvious, but ensure that the ideas are all relevant and focused on tackling the problem at hand and that you haven't inadvertently lost your way.

It can be easy to take actions that are fun and appealing. Remember, all innovation initiatives should be tied to the North and Near Stars. You'll also find it easier to sell the actions internally if they are consistent with the organization's purpose.



The actions are real changes that will impact the system.

It's important to address the underlying conditions of the problem, not just the symptoms. Revisit your awareness map and consider how the actions will address the problem.



Each action has a clear timeline and assigned actor.

Developing new technologies or lobbying for new regulations are examples of actions that might be out of reach because the timelines are uncertain and they require many actors. The more specific and clear the actions are, the more likely they are to happen.



All good ideas have been captured and made into actions.

Sometimes ideas that didn't get much energy or excitement can get left behind. Revisit the Ideas space to see if there is something you missed or left behind that might contribute to the ecologies of actions.



The actions are not all moonshots or major initiatives, some are symbolic or are small nudges.

Moonshots and major initiatives can take time to materialize and leave people feeling unsure where to start. Small nudges, including tests and pilots, can help people feel less overwhelmed.

Symbolic changes – such as those to identity, product descriptions, and titles – may seem like small actions, but ones that can have huge impact.