



Idea Evaluation

How you evaluate ideas shapes what gets pursued—and what gets killed prematurely. This health check examines whether your evaluation processes are fair, rigorous, and innovation-friendly.

HOW TO USE THIS HEALTH CHECK

Rate your organization honestly against each statement using the 1–5 scale below. Be specific: base your rating on evidence and observable behavior, not aspiration.

Statement	1 Strongly Disagree	2 Disagree	3 Neither	4 Agree	5 Strongly Agree
We have a clear, consistent process for evaluating new ideas that is understood by everyone involved.					
Our evaluation criteria are appropriate for the stage of development—we don't apply the same tests to early concepts as to mature proposals.					
We evaluate ideas against strategic fit and innovation potential, not just financial return.					
Our evaluation processes actively guard against bias toward familiar or incremental ideas.					
We involve people with diverse skills and perspectives in idea evaluation.					
We give idea generators clear, constructive feedback rather than simply accepting or rejecting ideas.					
We track which ideas we reject and review those decisions periodically to learn from them.					
Our evaluation process is fast enough that good ideas don't lose momentum.					

SCORING GUIDE (add up your ratings for a total out of 40)

Score	What it suggests
32–40	Strong foundation — identify what you are doing well and how to sustain it.
24–31	Developing capability — some good practices exist but important gaps remain.
16–23	Significant barriers — focused investment and change needed in this area.
Below 16	Critical risk — this barrier is likely limiting innovation organization-wide.

Reflection prompt: *What types of ideas are consistently passed over or killed in evaluation? What might you be losing as a result?*

NOTES