

IDEA SPURRING QUESTIONS

Here are some items that can be used as a springboard for other ideas. Change, adapt, add, or delete as necessary.



WHO

- ✓ Who can help or make contributions?
- ✓ Who might you “sell” on this idea?
- ✓ Who can help get additional resources?
- ✓ Who will benefit?

WHAT

- ✓ What might you need in the way of additional resources?
- ✓ What techniques or methods can you use?
- ✓ What is the first step?
- ✓ What will make the idea better?

WHERE

- ✓ Where could you start?
- ✓ Where is resistance likely to be found?
- ✓ Where could you “plant seeds”?

WHEN

- ✓ When could you introduce the plan?
- ✓ When could we implement the ideas?
- ✓ When might we revise our strategy?

WHY

- ✓ Why should they “buy” this idea?
- ✓ Why is this way better?
- ✓ Why is the resistance so strong?

HOW

- ✓ How can we improve the idea?
- ✓ How can we “test the waters”?
- ✓ How can you persuade centers of influence?