

Good, Better, Best

...there are no bad ideas...



Intuitive Impact Tools

Overview

Intuitive impact evaluation (or decision-making) tools include an individual “going with their gut”, a group discussing options and voting, stickie *dot-mocracy*, *Good-Better-Best*, and even more structured tools like *Bracketology*.

Outcomes

Benefits

Intuitive impact tools can be used to:

- Make decisions
- Evaluate options
- Investigate people’s perspectives
- Catalyze fresh thinking and solutions

Disadvantages

- As the name implies, it relies on intuition, and a *wisdom of crowds* approach.

Time

- 5 minutes - indefinite

Good-Better-Best

A useful tool for capturing and sorting a large number of ideas on an ongoing basis.

Steps

1. As you generate ideas, put them on individual stickie-notes, and transfer them to the bottom half of a *Good-Better-Best* workmat (see diagram).
2. Move no more than 3 of the 10 from the *Good* row to *Better*.
3. Move no more than 1 idea from *Better* to *Best*.
4. As you keep generating ideas, continue adding new ideas to *Good*, and moving ideas to *Better* and *Best*. A new idea moving into a higher category must displace an existing one.

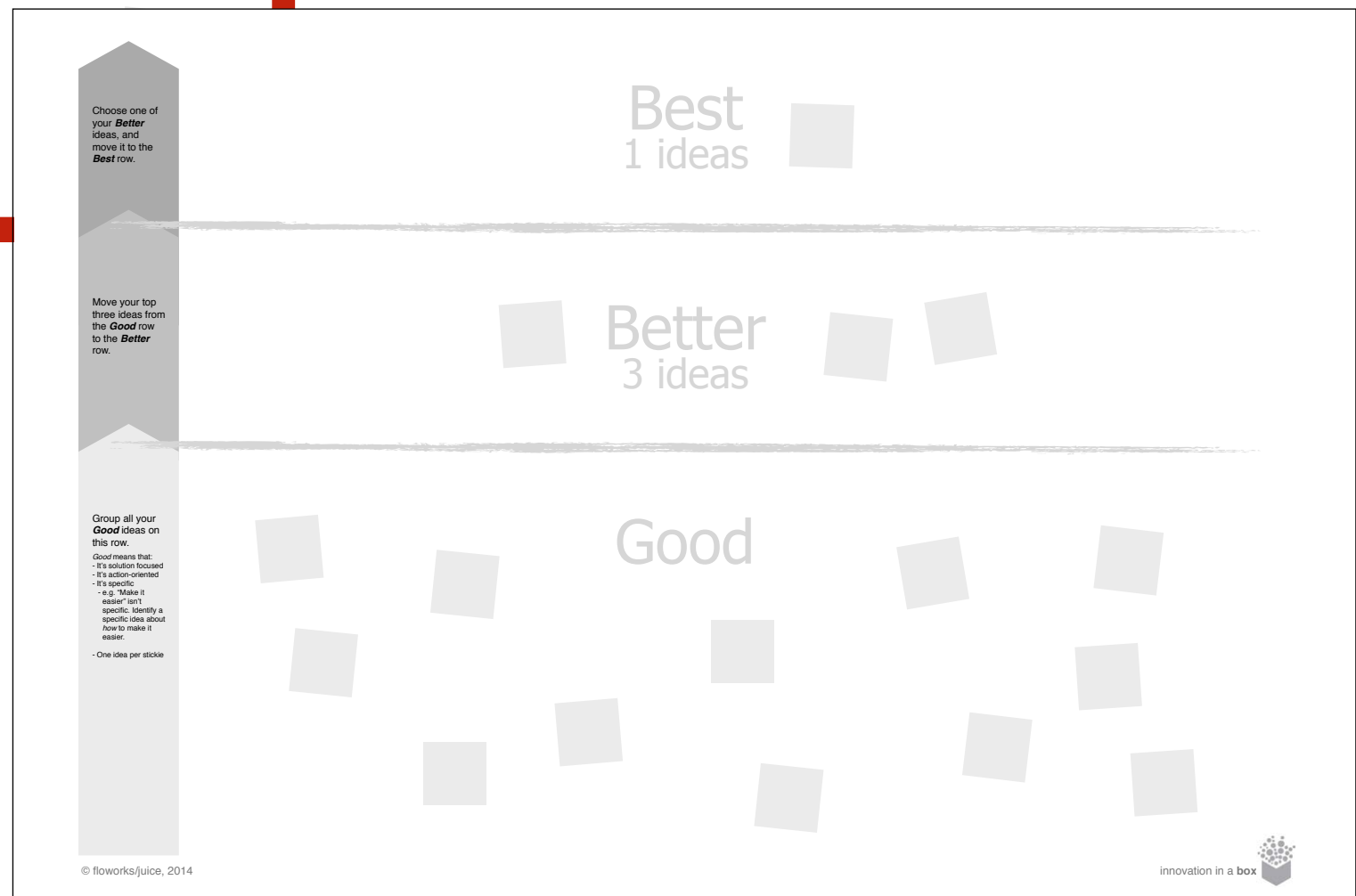
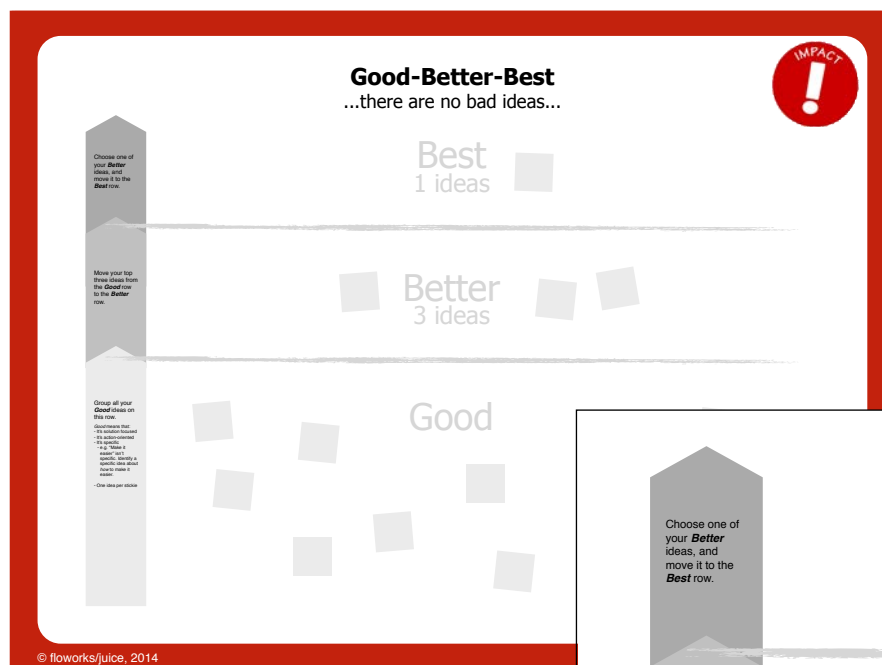
Resources

- *Slide show:* [Good-Better-Best](#)
- *Workmat:* [Good-Better-Best](#)



Good, Better, Best

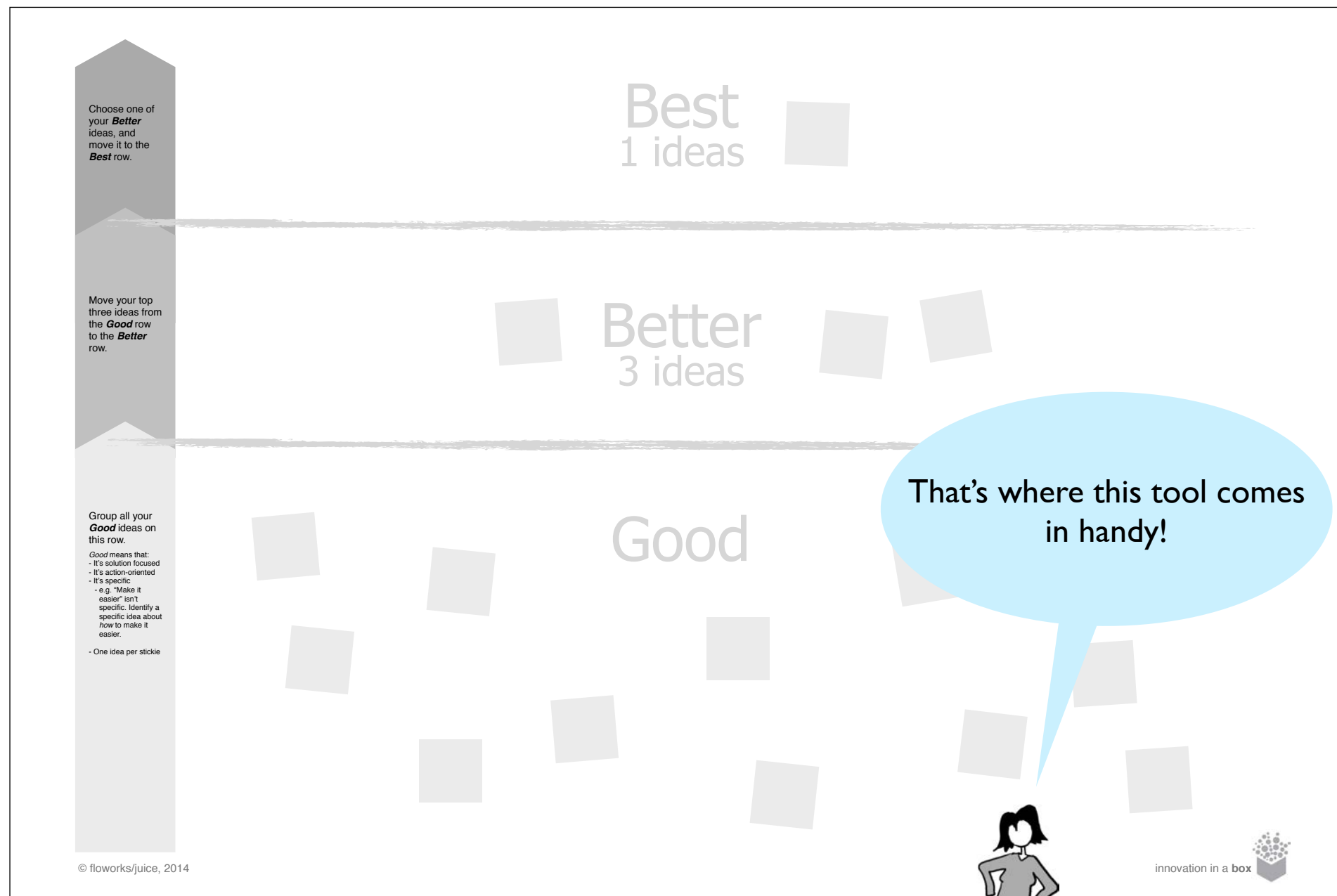
...there are no bad ideas...





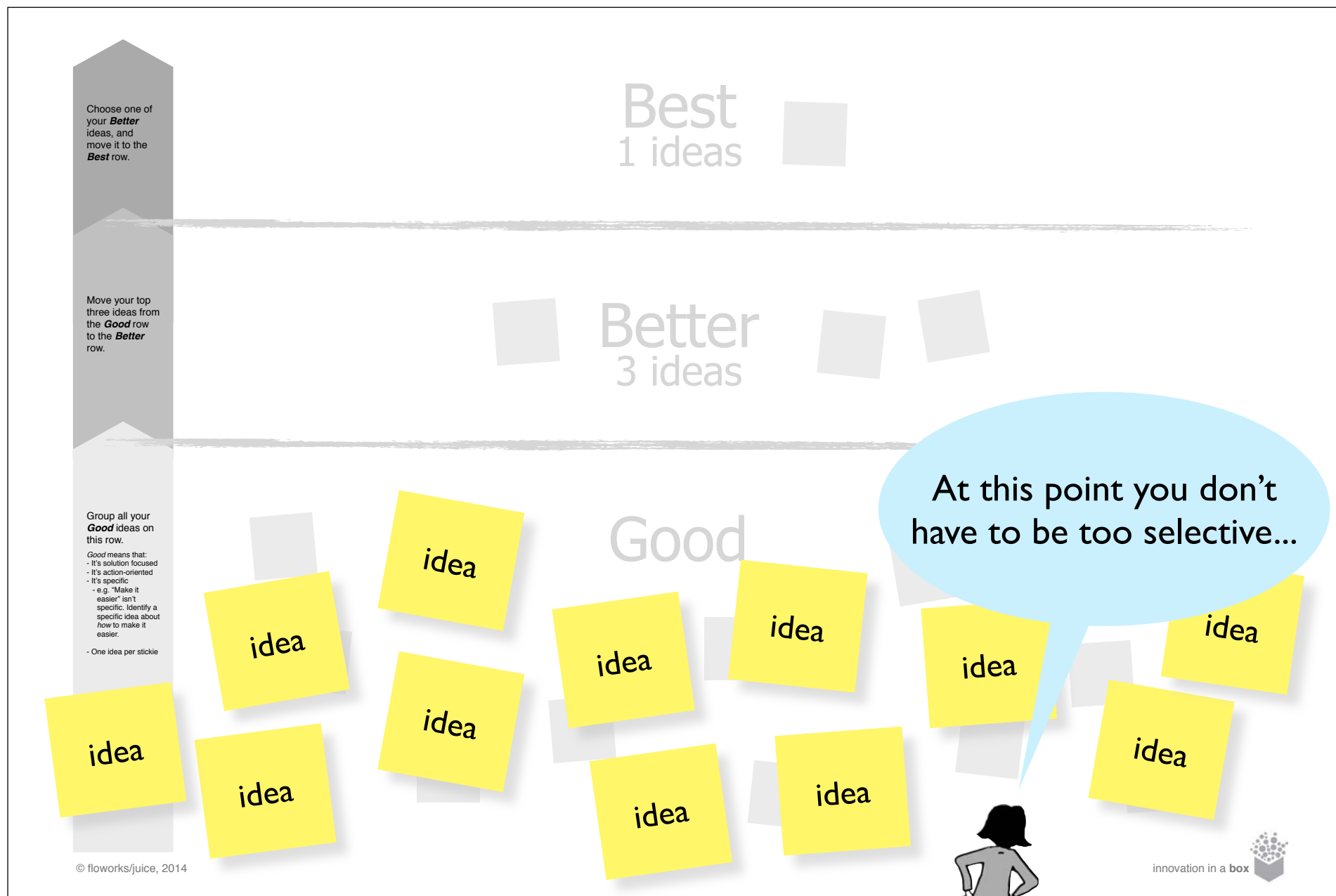
Good, Better, Best

There is an old adage in brainstorming that there are no “bad ideas.” But as we generate ideas, it’s useful to manage and sort them.



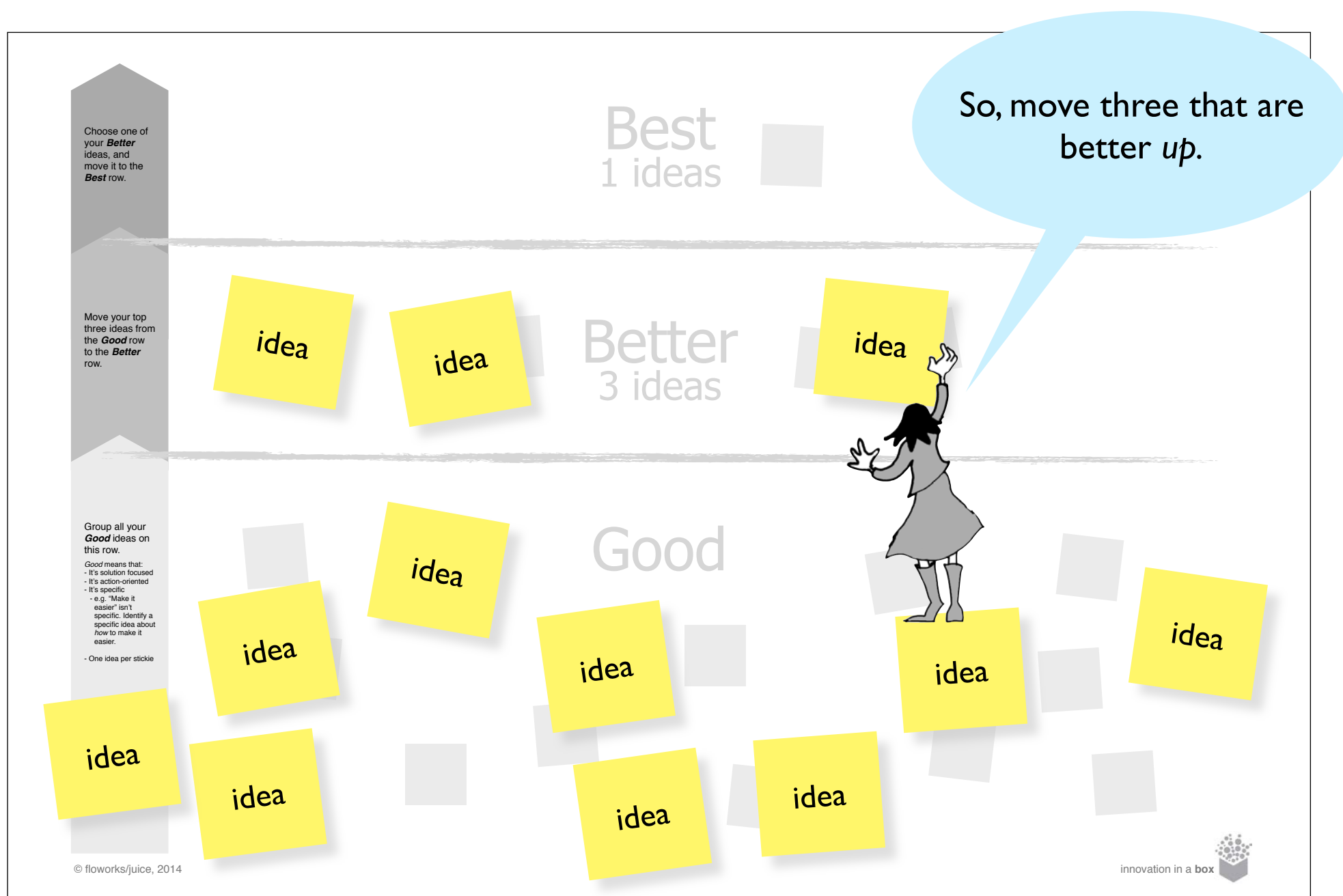
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As you generate ideas, put them on individual stickie-notes, and transfer the good ones to the bottom half of a *Good-Better-Best* workmat.



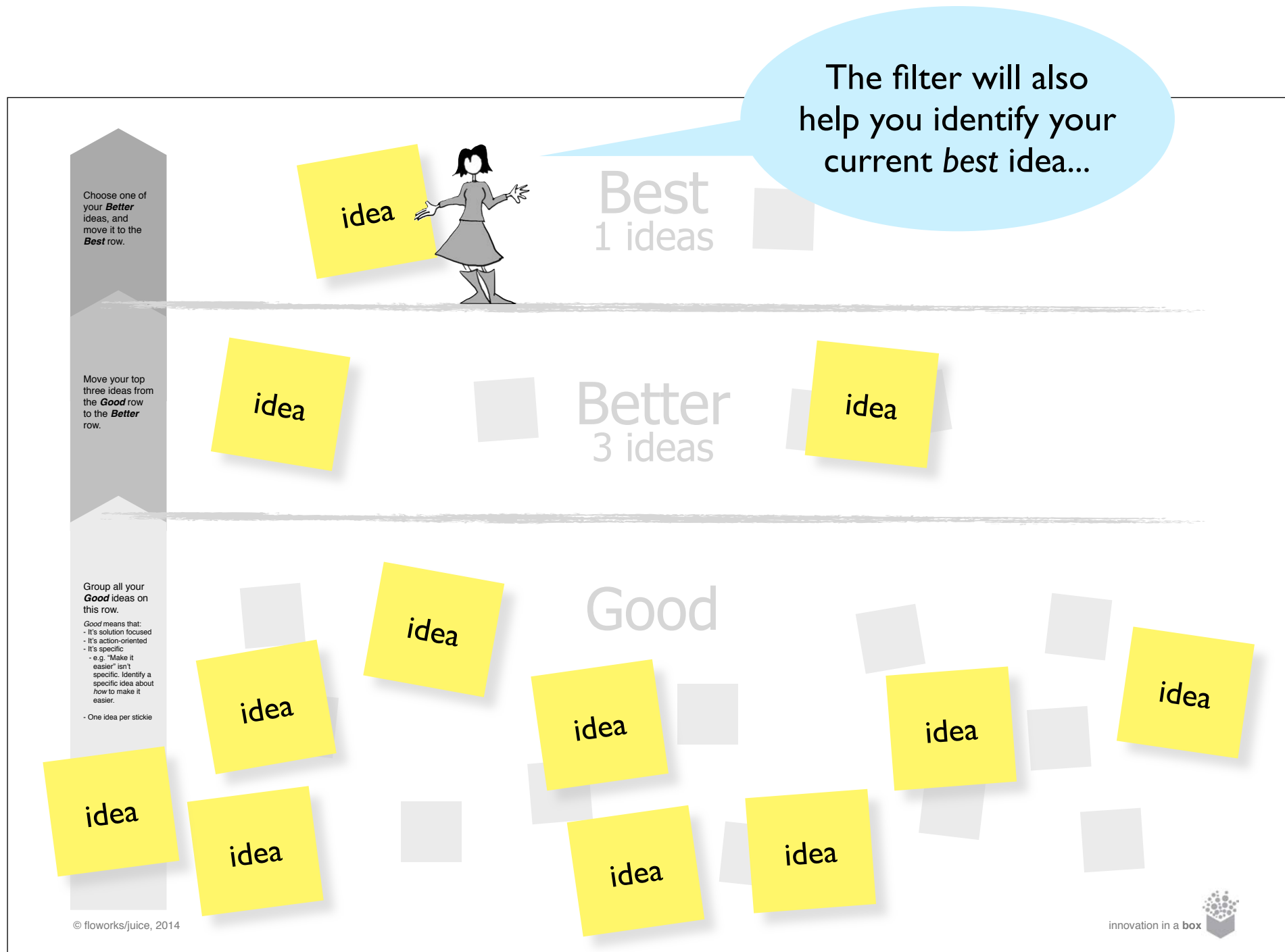
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Chances are you are not going to be able to act on all of those ideas...



Good, Better, Best

This is where creating a “filter”, i.e. criteria for how to differentiate between “good” and “better” ideas is helpful.



There may be no
“bad” ideas during in
brainstorming...

...and it generally takes
a lot of ideas to arrive at a
breakthrough.

Best
1 ideas

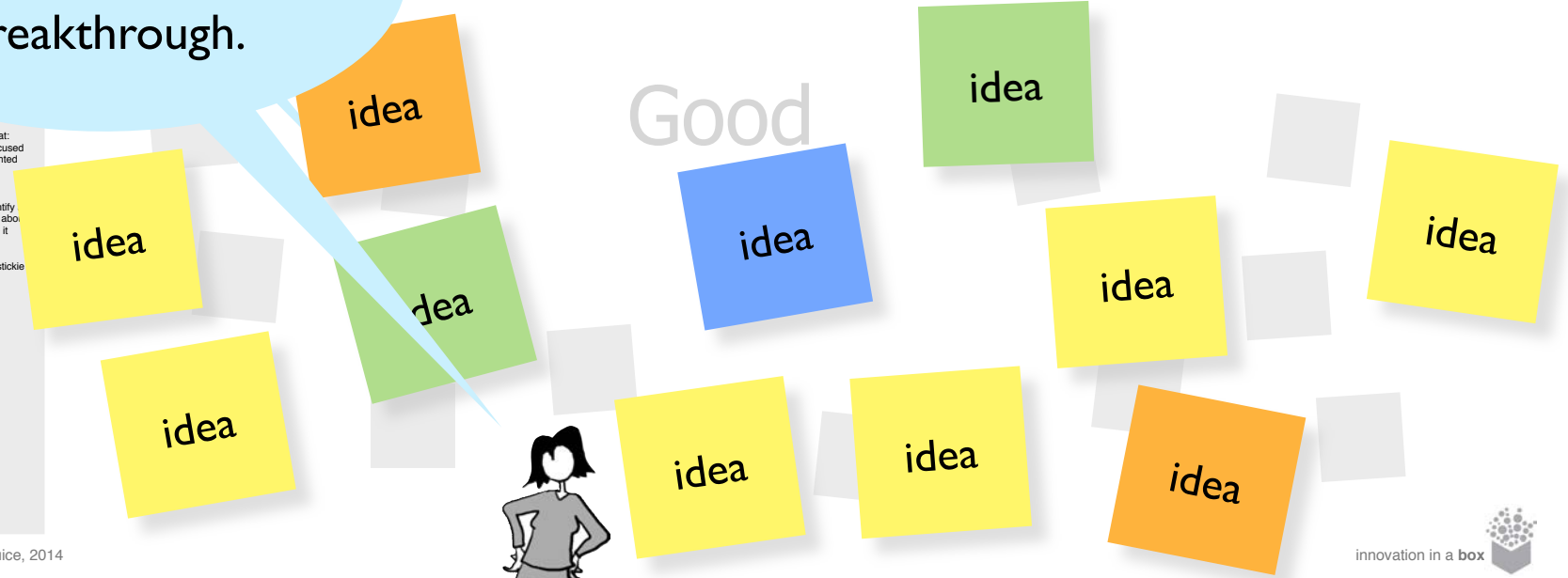


Better
3 ideas



Good

this row.
Good means that:
- It's solution focused
- It's action-oriented
- It's specific
- e.g. "Make it
easier" isn't
specific. Identify
specific idea about
how to make it
easier.
- One idea per stickie



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innovation in a box

Good, Better, Best...

...will help you manage the process.

Best
1 ideas

idea

Better
3 ideas

idea

Good

idea

idea

idea

idea

idea

idea

idea

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innovation in a **BOX**TM

Thanks!



We hope you find this innovation tool valuable, and we'd love to hear your stories of where you've put it to use.