



Background

Development Matrix

What challenge do you want to tackle?

Why is this challenge relevant to you and your organization?

Target groups

Who would benefit from an improvement in the current situation?

Who would not benefit?

Personnel & Team

Team Profile & Self-Assessment

Who could collaborate and what resources would be required (labor/time)?

Who would need to be on the core team?

Who will assist the process from a methodological point of view?

Map Out Players

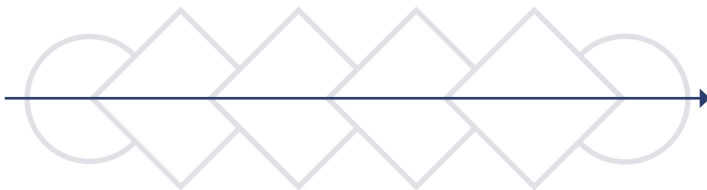
Which managers need to be involved?

Who else is relevant?

Approximate time frame

Process Flow

By when would you like to have implemented a solution to the challenge? Don't go into too much detail. Show that there will be a structured process and convey an understanding of how decisions can be made within this.



Topic:

Resources

Which resources are already available or could be made available if necessary?

Finance:

Time:

Prior knowledge, reports, data:

How much time is needed for active collaboration?

Who is responsible for the venture?

Who is leading the project?

Title

Internal designation:

Date:

Contact:

Presentation

Tell a **STORY**.

Sense – provide inspiration and build a connection: For what purpose? How? What?

Transfer – convey information and emotions: How will we know that the problem no longer exists?

Originality – build up a sense of expectation and set a focus: What surprising facts are there on the subject?

Reduction – use short formula BCR (Background – Complications – Resolution) for easier recall: What narrative sequence is compelling?

Yes factor – translate into (mental) images: What is a memorable metaphor for the venture?