![SmartStorming — Generate Bigger, Better Ideas]

Determining Your Selection Criteria

Your selection criteria serve as the objective benchmarks (reference points) to help identify those specific characteristics, attributes, or benefits a winning idea must possess in order to successfully address the challenge at hand.

To determine the most appropriate criteria, visualize as clearly as possible the "perfect" solution or end result you wish to achieve.

For example, if you wanted to develop a set of criteria for selecting ideas for a new product to bring to market, you could extrapolate the "must have" characteristics, attributes, or benefits a winning idea would need to possess in order to create a highly successful product introduction, such as:

- **Innovative**—new, uniquely different, and better than other products on the market

- **Defining**—what we want our company/ organization to be known for

- **Desirable**—speaks directly to, or satisfies an unmet customer need or want

- **Value-adding**—provides more benefits and features than the competition

- **Differentiating**—looks and feels different from the competition
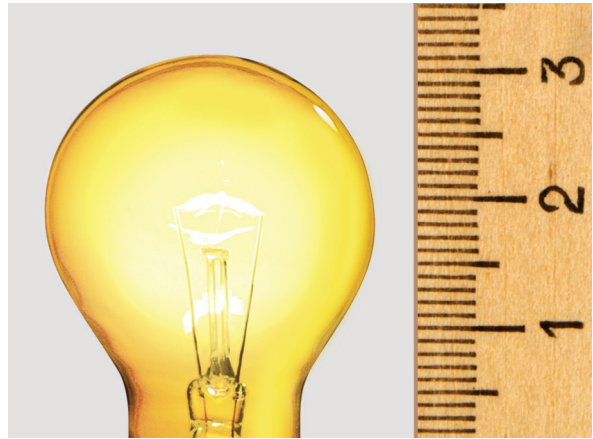
Keep your criteria list short, simple, and to the point. We recommend you limit the number of selection criteria you develop to a manageable short list of five to six attributes. Too many criteria can bog down the selection process.

Once you have determined your list of criteria, do your best to communicate each one in the simplest, most concise way possible. A good format to follow is to distill the essence of each criterion down to a single key word, usually an adjective or verb, followed by a concise one-sentence descriptive definition (as in the examples above).

See next page for Idea-Selection Criteria Worksheet.
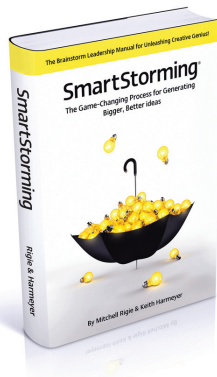
Excerpt from the book, *SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas.*

Available at SmartStormingBook.com

Idea-Selection Criteria Worksheet

Use the following three-step process to help identify the best set of selection criteria for your SmartStorming session:

1. Visualize the end result first
The perfect solution (or end result/end product) to this challenge, problem, or opportunity would look like:

2. Identify the DNA of winning ideas
To create this successful outcome, a winning idea must possess the following characteristics, attributes, or benefits (e.g., simple, effective, easy to use, memorable, different, affordable, flavorful, adds value, etc.):

3. Narrow down your selection
From the list of characteristics, traits, or attributes above, select the five or six most important. Remember to format each of your criteria using the following formula:

(Key word) + (Simple, concise description of meaning) = Criterion

For example:

Innovative—new, uniquely different, and better than other products

Key word for criteria: **Simple, concise description or definition:**

1. _____   _____

2. _____   _____

3. _____   _____

4. _____   _____

5. _____   _____

6. _____   _____