

IDEA Flow Core Tools

Evaluation, scoring, decisions and execution

A WORKING COMPANION TO THE BOOK

Start with your current uncertainty. Complete the tool with the people closest to the work, and return when new evidence appears.

A4 LANDSCAPE

Print at actual size. Write by hand or annotate with your PDF reader.

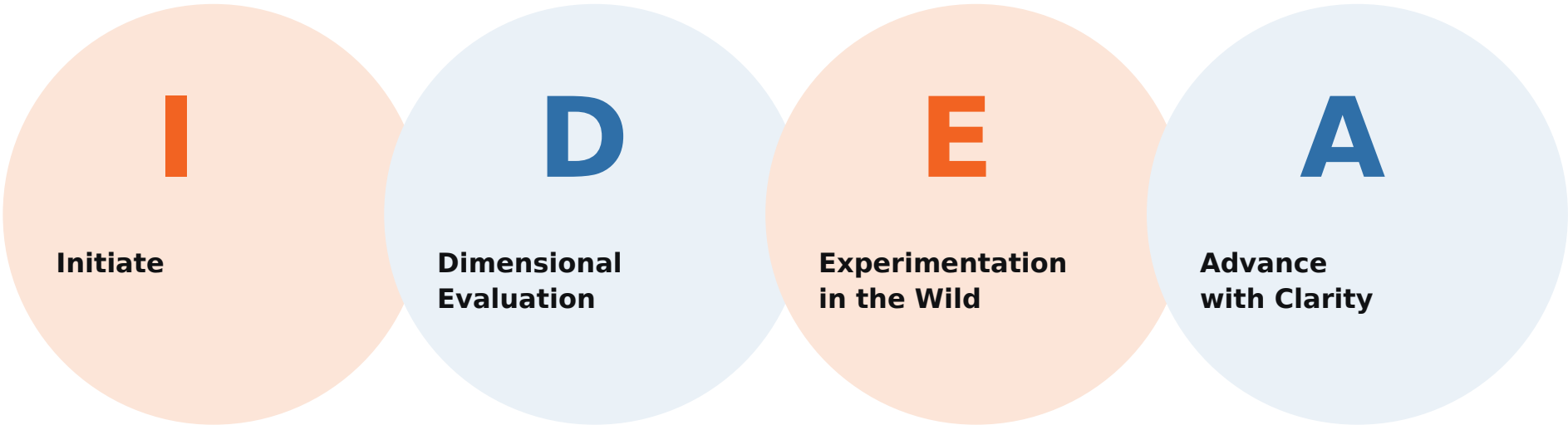
CHOOSE THE PAGE YOU NEED

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Use evidence. Record uncertainty. Revisit the decision.

IDEA Flow visual working map

Move between stages as evidence develops. The overlaps are places to reframe, test and shape execution.



DECISION GRID | Thrive, Pivot or Kill - review the combined evidence before committing further.

Overlap	What happens	Prompt
I ↔ D - Reframe	The original problem and assumptions are challenged.	What would make us rewrite the problem statement?
D ↔ E - Test & learn	The weakest assumptions become experiments.	What is the smallest safe test that could change our mind?
E ↔ A - Shape execution	Learning is translated into an executable path.	What must remain flexible, and what now requires discipline?

Stage questions and evidence

See the whole journey without turning it into a rigid funnel.

Stage	Core question	Useful evidence	Paradox to hold
I - Initiate	Is this a real and worthwhile problem?	Observation, interviews, problem data, 5 Whys, Ishikawa	Freedom - focus
D - Dimensional Evaluation	Does the idea deserve a fair test?	Strategic fit, ERS, RRI, assumptions and constraints	Originality - reality
E - Experimentation in the Wild	What happens in a low-risk real setting?	Prototype behaviour, user response, operational learning	Speed - safety
Decision Grid	Should we thrive, pivot or kill?	Combined evidence, learning quality, risk gates	Courage - clarity
A - Advance with Clarity	Can we execute without suffocating the idea?	Owner, milestones, resources, sponsorship, review cadence	Creativity - discipline

Working principle: a useful answer is specific, testable and open to revision. A polished template cannot replace evidence.

IDEA Flow evaluation framework

Create one evidence record across the journey, without premature approval or rejection.

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TEAM / DATE

Stage	Evidence to capture	Current judgement	Next action / owner
Initiate	Plain-language problem; who experiences it; customer/user validation; root causes	☐ weak ☐ emerging ☐ strong	
Dimensional Evaluation	Strategic alignment; ERS; RRI; assumptions; constraints	☐ weak ☐ emerging ☐ strong	
Experimentation	Hypothesis; safe test; users/context; measures; learning	☐ weak ☐ emerging ☐ strong	
Decision	Evidence for Thrive, Pivot or Kill; dissenting view; risk gate	☐ Thrive ☐ Pivot ☐ Kill	
Advance	Owner; milestones; team; resources; sponsorship; review points	☐ not ready ☐ ready with conditions ☐ ready	

Assumption ledger

Write assumptions as testable statements. Separate what you observed from what you currently believe.

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Assumption	Why it matters	Evidence now	How we will test	Owner / date

Emotional Resonance Score

Measure whether an idea connects with the people expected to value, use or support it.

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Ask 5-10 relevant people. Each person scores all five statements from 1 (very low) to 10 (very high) and records a reason. Use one copy per respondent.

Criterion	1-10	Evidence / words used
Relevance - this addresses something that matters to me		
Clarity - I understand the value without extra explanation		
Energy - this creates interest, excitement or constructive curiosity		
Urgency - there is a reason to act rather than postpone		
Adoption intent - I would try, support or recommend a next step		

Respondent / role

Individual ERS

Sum of five scores ÷ 5 = ____ / 10

ERS synthesis and interpretation

Compare the reasons behind the scores. Averages are prompts for learning, not universal thresholds.

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Respondent / group	Average	What resonated	What did not

8.0-10: strong resonance. 6.0-7.9: promising but uneven. Below 6.0: investigate the problem, audience or value proposition. Calculate the group mean only from complete individual responses.

NEXT LEARNING ACTION / OWNER

Realisation Readiness Index

Expose the practical conditions for responsible delivery. Score each statement from 1 (unsupported) to 5 (well evidenced).

Dimension	Readiness statement	1-5	Evidence / action
Technical	The core mechanism is feasible in the intended environment.		
Technical	Interfaces, data and infrastructure requirements are understood.		
Operational	The process can work alongside real operational constraints.		
Operational	Safety, quality and reliability impacts are understood.		
Value	The user/customer benefit is specific and validated.		
Value	The economic or strategic case is credible.		
Capability	A capable owner and cross-functional team are available.		
Capability	Time, budget, partners and sponsorship are realistic.		
Risk	Regulatory, ethical, environmental and reputational risks are visible.		
Learning	The largest remaining uncertainties have a test plan.		

RRI = points earned ÷ 50 × 100 = ____ %. Complete all 10 statements before interpreting the total.

75-100%: ready with clear conditions. 50-74%: pivot or close gaps. Below 50%: return to problem, design or experimentation. A serious safety or compliance gap overrides the total.

Decision Grid evidence review

Make the evidence, uncertainty and dissent visible before choosing Thrive, Pivot or Kill.

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Evidence lens	What supports progress?	What creates doubt?	Confidence 1-5
Problem and strategic fit			
ERS - human resonance			
RRI - realisation readiness			
Experiment behaviour and results			
Safety, compliance and responsibility			
Resources, sponsorship and ownership			

Confidence: 1 = low, 5 = high. Record the evidence behind your judgement; do not turn these confidence scores into an automatic decision.

Thrive / Pivot / Kill decision record

Use the evidence review to make an explicit choice and preserve what the team has learned.

Decision	Choose when	Commitment
THRIVE	Evidence supports scaling or a larger controlled commitment.	Name owner, conditions, next milestone and review date.
PIVOT	Value remains plausible but the problem, audience, solution or test must change.	State what changes, what stays and what new evidence is needed.
KILL	Evidence does not support further investment, or a critical gate fails.	Capture learning, release resources and communicate the rationale.

DECISION ☐ Thrive ☐ Pivot ☐ Kill DATE _____ REVIEW OWNER _____

Decision and rationale

Why does the evidence support this choice?

Dissent and conditions

What is the strongest alternative interpretation? What could reopen the decision?

Advance with Clarity execution blueprint

Translate validated learning into disciplined action while keeping room for adaptation.

Outcome

What observable outcome should this work create, for whom and by when?

Milestone	Evidence of completion	Owner	Date	Dependencies / risks

Ownership, resources and learning

Make contribution, decision rights and review points explicit.

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Role / stakeholder	Contribution	Decision rights	Engagement cadence

Resources and guardrails

Budget, time, tools, partners, safety and quality constraints. What stays flexible?

Learning cadence

When will evidence be reviewed, by whom, and what could trigger a pivot?