

**NOTE:**

For the innovation endeavor, it is important to select a problem that you are all passionate about, as well as one that has organizational support to move forward. Reflect on your personal preferences and organizational goals. Use this worksheet as a guide for discussion with your team.

## CHOOSING A PROBLEM

Why do you want to pursue it?

Who will be served by solving this problem?

How much of a pain point and a priority is this problem for your organization?

Now, survey logistical considerations for each problem, and keep in mind that you have not yet spent time validating the need, nor designed a real solution. In other words, be solution-agnostic.

Perceived risk of failure:

*High vs. low*

Level of resources anticipated:

Availability of staff to work on this problem:

*Name, Role, Department, Amount of dedicated time (e.g., hrs/week)*

Incremental or disruptive innovation needed: