i² CHART

Once a team generates several good ideas, how do you *evaluate* them to choose one or two that hold the most promise? One method is through a 2 x 2 diagram that maps out ideas with respect to their degree of innovation, as well as their ease of implementation.

Suppose there are eight potential solutions brainstormed to a given problem, as seen below.

FIGURE 11a shows that each solution is assigned a number and placed on one of the four regions in the i² chart. The best solution(s) are the ones that are exciting yet easy to implement (ideas 1 and 3).

FIGURE 11b is a variant, where one *rates* solutions with respect to their degree of difficulty and their degree of innovativeness (i.e., 0–10), and places them on a 10 x 10 grid. This makes it easier to tease out the best solution(s).
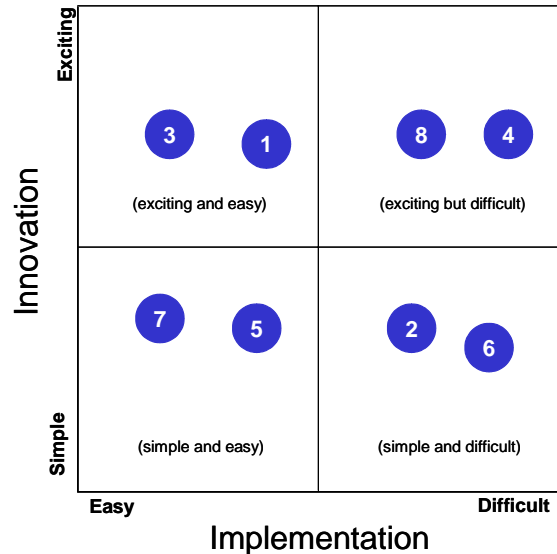

FIGURE 11a: i² CHART

It takes forever for patient to get from first contact to 1st pre-treatment session!

POTENTIAL SOLUTIONS BRAINSTORMED:

1. Reshuffle/postpone paperwork
2. Cross-train staff
3. Structure encounter as an "experience"
4. Computer-based information system
5. Have counselors finish paperwork later
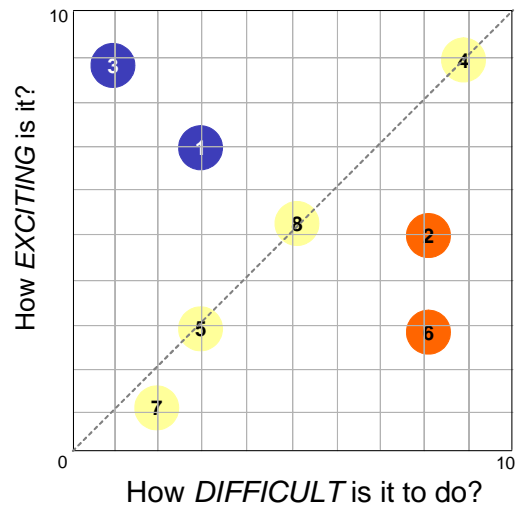6. Redesign paper forms
7. Divide tasks and have people specialize
8. TV/snack breaks

FIGURE 11b: VARIANT OF AN i² CHART