Idea sheet

One named idea on one page, so a manager can say yes or no in five minutes.

How to fill it in

1. Find the truth the idea stands on: something real about this company, its history or its values.
2. Give it a name people will repeat, and one line that explains it.
3. List what people will actually do, and what each moment trains. Cut anything that is only decoration.

The name of the idea Two to four words

The idea in one line No more than one sentence

The truth it stands on Why this idea, for these people

What people will do Three to five moments

#	What they do	What it trains
1		
2		
3		
4		
5		

What they take home Something that lasts past the day

What we will film and photograph Decide before the day

Before you move on

- [ ] The name can be said in a corridor without explaining it.
- [ ] Every moment trains one way of working.
- [ ] Nothing in it could belong to any other company.

THE RULE

One idea, with a name. If it needs a paragraph to explain, it is not ready.

Source: GoldinKollar · how we plan and run our own team days and activations

Idea sheet

Worked example

The example is made up, to show a filled template: a delivery company marking its tenth anniversary. Replace it with your own.

The name of the idea Two to four words

Ten years, one route

The idea in one line No more than one sentence

Our ten years, run as one delivery route: five stops, and every stop needs the whole team.

The truth it stands on Why this idea, for these people

We are a delivery company. Everyone here already thinks in routes, stops and handovers.

What people will do Three to five moments

#	What they do	What it trains
1	Load a van against the clock, with one person who cannot speak	Clear handover
2	Find an address from three partial clues held by three people	Sharing information early
3	Deliver a fragile parcel across a course as a chain	Trust in the next person

What they take home Something that lasts past the day

A route card signed by their team, with the one thing they agreed to do differently.

What we will film and photograph Decide before the day

A two-minute film of the day, and one short clip for each stop.