KNOW YOUR ROLES
Here are the individuals associated with a ‘Solve Challenge.’

1. **CHALLENGE MANAGER**
   A representative of the Innovation team, who is responsible for executing on key Challenge prep activities, as well as Challenge management and follow through.

2. **SPONSOR**
   A mid to senior level manager who has a critical technical or business problem that he/she would like to solve with a Solve Challenge. He/she provides budget and resources for implementing the solution.

3. **EVALUATORS**
   Individuals with expertise in the topic’s subject area, who are capable of evaluating the solutions that are submitted. These individuals may reach out to participants for clarification.

4. **FINANCIAL ANALYST**
   Individual with expertise in assessing a submissions’ financial impact on the business. This can be a borrowed resource from within the company.

5. **PARTICIPANTS**
   Individuals who submit solutions and/or collaborate with other participants on submitted solutions in an attempt to solve the problem at hand.

BACKGROUND FOR RUNNING A ‘SOLVE CHALLENGE’

KNOW YOUR PIPELINE
Here is a quick rundown of every step in your ‘Solve Challenge’ pipeline:

1. **RATE POTENTIAL SOLUTIONS**
   As potential solutions are submitted by participants, they are automatically added into this first step. Single scale action items are then sent to evaluators to quickly rate. After all evaluations have been completed, move the top rated submissions to the following step.

2. **EVALUATE POTENTIAL SOLUTIONS**
   As potential solutions are added to this step, evaluation scorecard action items are triggered to evaluators to assess the potential impact and feasibility.

3. **PREPARE FOR HANDBOFF**
   Any solutions that are added to this step have been selected for implementation. The Challenge is now complete! The selected solution(s) should be announced and the Sponsor Survey should be sent to the sponsor to determine whether the Challenge was successful or not. The solutions will remain in this step until the implementing team begins work on the project.

4. **MONITOR PROJECT**
   All ‘projects’ in this step are currently being implemented, and are monitored by the Sponsor and innovation team.

5. **TRACK BUSINESS IMPACT**
   Once the solution is applied, the innovation team (in partnership with the Sponsor’s team) track the qualitative and quantitative impact.
KNOW YOUR PREREQUISITES

Cross these items off your list, prior to kicking off a new ‘Solve Challenge’:

- **Find a Sponsor**
  The Sponsor has a clear problem that he/she needs to solve. He/she should also have the budget and resources to implement the final selected solution.
  
  **TIP!** This sponsor typically comes from a Technical department.

- **Identify the Problem**
  A Solve Challenge is meant to tackle a black-and-white problem where, once the right solution is applied, the problem is resolved once and for all. (This is in contrast to an Optimize Challenge, which targets continual, incremental improvements.)
  Be sure that your problem is aligned with strategic business objectives, engaging, and clearly defined for your audience. Importantly, it should also truly benefit from the perspectives of a diverse, cross-functional group, from which a solution is likely to emerge.
  
  **TIP!** Send potential topics to your Account Manager for a ‘Free Topic Review’ from our Professional Services team.

- **Select Relevant Evaluators**
  Work with your sponsor to recruit key subject matter experts, or ‘evaluators’ from their organization, who will help with evaluating solutions that are submitted to the Challenge.
  For example, if the problem is highly technical in nature, ensure that the relevant engineers are represented as evaluators.

SET UP YOUR ‘SOLVE CHALLENGE’

Once all prerequisites are met, let’s now set up the actual ‘Solve Challenge’ in Brightidea.

REQUIRED TO-DO’S

- **Create Your ‘Solve Challenge’**
  Select the Solve App in the Apps Pillar. The App Creation Wizard will guide you through all key components needed (title, participants to invite, etc.)
  
  **TIP!** Be sure to invite all users requested by the Sponsor.
✓ Edit Your ‘Challenge Brief’ & ‘Additional Details’
Sharing the details of your Solve Challenge will ultimately help your participants understand the problem at hand. We recommend you clearly state the call-to-action in this area. Include any images or examples to help clarify.

TIP! Include all and any background information on how the problem surfaced.

✓ Add ‘Evaluators’ in Two Steps
Navigate to your Solve pipeline, and select ‘Configure Single Scale’ under the ‘Rate Potential Solutions’ step to add evaluators who can quickly vet submissions.

Second, select ‘Configure Scorecard’ under the ‘Evaluate Potential Solutions’ step to add evaluators to fully review the submissions.

✓ Set Contact Name & Email Address
Your Solve Challenge will trigger some email communications as engagement ramps up. Ensure you have the desired contact name and contact email address settings.

Navigate to your Communications area in your Solve pipeline to update.

RECOMMENDED TO-DO’S

✓ Update Your Submission Form
There is a default submission form when you create a new Challenge from the Solve App.

If there is a need to collect additional information, feel free to update this form. Here’s how.

✓ Refine Your Evaluation Questions & Answers
There is a default evaluation scorecard template ready to go, when you create a new Solve challenge.

If you choose to edit any questions or answers, feel free to update this form. Learn more here.
RUN YOUR ‘SOLVE CHALLENGE’

Congratulations! You finally launched your Solve Challenge to your participants! Here are the tasks to guarantee success:

**DAY OF LAUNCH**

- **Announce the Challenge!**
  (on behalf of your Sponsor)

  Make sure participants are aware of this new Challenge, by sending a newsletter, or using internal channels (e.g. intranet announcement or weekly email).

  **TIP!** Along the way, sustain engagement and keep your audience up to date by sending newsletters and blog posts.

**RUNNING THE CHALLENGE**

- **Keep Your Scheduler Settings in Mind**

  To help keep your Challenge on track, the Scheduler automates enabling and disabling of submitting, commenting and voting at the same time as the end date.

  **TIP!** If you prefer to, you can disable the Scheduler.

- **Leverage Analytics Dashboards to keep Your Sponsor Up-to-date.**

  Keep the Sponsor up-to-date with the latest Solve site engagement numbers. We recommend sending a quick rundown of how many logins, submissions, and votes the site has generated.

  Utilize the Engagement & Innovations dashboards to pull these stats.

- **Ensure Action Item Completeness**

  If the evaluators are delayed in completing their action items, it could also delay the final solution selection.

  Tap the Action Item Reminders feature in the ‘Manage Initial Screen’ view and select ‘Send Reminder’.
Track Pipeline Progress

The Challenge Manager may need to check-in on where potential solutions are in the pipeline.

Ensure all potential solutions are where they need to be in the pipeline, and follow up to unblock progress.

CLOSE YOUR ‘SOLVE CHALLENGE’
Alright! You have successfully completed your Solve Challenge.

CLOSING THE CHALLENGE

The Challenge is Closed!
When reaching your end date, your Challenge will automatically switch to ‘Closed’ status. At this point, participants cannot contribute any further to the Solve Challenge.

Announce Close of the Challenge & Thank Participants
Leverage the Newsletter or Blog Post to send a thank you to your participants for their contribution and announce the selected solution(s).

Send a Feedback Survey to Your Sponsor
After the Challenge is closed, navigate to your Feedback Survey from the Steps view right-side menu. From there, you can trigger a simple and intuitive survey to your sponsor to determine if the Challenge was a success.

TIP! This is a great opportunity to collect feedback to apply going forward for future Solve Challenges.
Choose the ‘Projects’ to Move Forward With
After all evaluations are completed, the Sponsor (with his/her team) should meet and choose the final solutions that will move forward to be implemented.

Track Business Impact
On a quarterly basis, in partnership between the innovation team and the Sponsor’s team, projected and actual impact should be recorded in the ‘Business Impact’ tab on the project.

This can include both qualitative outcomes (i.e. employee engagement, customer satisfaction) or quantitative impact (benefits and costs).

REPORT SUCCESS TO YOUR STAKEHOLDER
We recommend a follow up with your stakeholders after the ‘Solve Challenge’ has closed. Here are some suggestions for recapping your Challenge:

SHARE SOLUTION ‘BUSINESS IMPACT’
Showcase to the top solutions that are generating the most projected and actual value. Leverage the Business Impact Dashboard to pull these numbers.
SHARE SPONSOR SATISFACTION

Sharing specific feedback from your Sponsor, will help strengthen your impact. Company stakeholders should be privy to any positive feedback from the Sponsor and his/her team.

SHOWCASE THE CHOSEN SOLUTION (AND THE TOP RATED ONES)

Leverage the Project Gallery to showcase all the implemented solution(s), as well as the top rated submissions that could be considered for the future.

TELL THE STORY OF YOUR CHOSEN SOLUTION!

Where did the chosen solution come from? Who contributed to it? How long did the solution take from submission to application?

Share the journey of your solution so you can use for marketing in the future. In addition, it can help showcase the value your team is providing.

DO YOU NEED FURTHER ASSISTANCE?

We'd be more than happy to schedule a conversation to get you started with the Solve App!