BACKGROUND FOR RUNNING A ‘SUGGEST PROCESS’

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

1 FIND OWNER
As ideas are submitted from participants, this first step assigns action items to Idea Coordinators for each idea category in the initiative. The Idea Coordinator finds and assigns ownership for each idea to Idea Assignees. Idea Assignees may accept ownership, send to another Idea Assignee, or send the idea back to the Idea Coordinator. Eventually, an Idea Assignee will be found and become the Idea Owner of the idea.

2 IMPLEMENTATION
Once an Idea Owner is found, an implementation action item is assigned to the Idea Owner. Here, he/she can choose to implement the idea, eventually marking the idea as ‘Completed’. The Idea Owner may also choose to decline to implement the idea, marking it as ‘Not Pursued’.

3 RECORD BUSINESS IMPACT
Any idea(s) in this step direct the Idea Coordinators (in partnership with their Financial Analyst), to record the financial impact this idea will have on the business.

4 COMPLETED
All ideas that have been marked ‘Completed’ by the Idea Owner, advance to this step.

5 NOT PURSUED
All ideas that have been marked ‘Not Pursued’ by the Idea Owner, are advanced to this step.

KNOW YOUR ROLES
Here are the individuals associated with a ‘Suggest Process’:

IDEA COORDINATOR
Individual (usually on the Innovation team) that is responsible for finding Idea Owners for ideas. They are designated by idea category (single or multiple).

SPONSOR
Senior executive or business leader who wants to ensure that every idea in the company is given fair consideration.

IDEA OWNER
Individual responsible for deciding to implement an idea, or to not pursue it. When he/she has finished implementing the idea, he/she marks it ‘Implemented’

IDEA ASSIGNEE
Individual that is assigned to review an idea, and indicates if he/she is the Idea Owner. If he/she is not the Idea Owner, he/she passes the idea to another potential Idea Owner.

FINANCIAL ANALYST
Individual with expertise in assessing an improvement’s financial impact on the business. This can be a shared resource from within the company.

EMPLOYEE / PARTICIPANT
Individuals who submit ideas, and/or collaborate on ideas in the Suggest process.
KNOW YOUR PREREQUISITES

Cross these items off your list, prior to kicking off a new ‘Suggest Process’:

☑ Get Support from Senior Leadership
   A Senior executive or business leader needs to mandate participation in this process for all employees and help build a “culture of yes”; great ideas can be from anyone, anywhere in the company.

☑ Allow Idea Owners Time to Implement Ideas
   Any employee could end up owning ideas to implement; thus supervisors must plan for some flexibility to support innovation projects.

☑ Secure Sufficient Innovation Team Resources
   Every idea gets routed first to an Idea Coordinator from the innovation team, who then kicks off the process for finding the owner of the idea. Ensure you have enough Coordinators to handle the volume of ideas being submitted.

[TIP! Brightidea recommends: 1 Idea Coordinator / ~200 ideas / month.]

PLAN → SET UP → RUN → REPORT SUCCESS

SET UP YOUR ‘SUGGEST PROCESS’
Once all prerequisites are met, let’s setup the actual site in Brightidea.

REQUIRED TO-DO’S

☑ Create Your ‘Suggest Process’
   Select the Suggest App in the Apps Pillar. The App Creation Wizard will guide you through all key components needed (topic, participants, etc.)

☑ Set up Idea Coordinators
   To configure, navigate to your Pipeline Steps view, ‘Find Owner’ step gear icon, and ‘Configure Find Owner” and add/remove users to your categories. Learn more about the Find Owner tool type [here](#).
Update the ‘How it Works’ Section
The ‘How it Works’ section on the site details the process of your Suggest process, so all submitters understand what is ahead. We’ve pre-populated this widget with the standard Suggest process, but you may want to update based on any aspect unique to your company. Here is a quick run-through on how to edit.

This is included in the standard design of the Suggest app. If you have an existing design you’d like to use, you may copy it when creating the initiative.

RECOMMENDED TO-DO’S

Set up Your Email Submission Box
Since the Suggest process is continuous, giving easy access to submit ideas via email is a catalyst for continued engagement. These select email addresses can be used in promotion, added to your internal active directories, and more! Here is a rundown on email submission’s capabilities.

Confirm Site Vanity URL
By default, the Suggest App will provide a default URL for your site, based on your process name. Feel free to update it to something simpler if you need to share within promotion or communications. This can be found under Site Setup --> Site --> Info.

Specify Action Item Details
Navigate to your pipeline, and double check all the specifications in both the ‘Find Owner’ and ‘Implementation’ steps. Ensure you have enabled options regarding due dates, idea editing, emails being sent out, etc. This can be found in your Steps view pipeline, and selecting ‘Configure Find Owner’ and/or ‘Configure Implementation’.
Update Your Idea Submission Form
You might want to add some questions to your submission form that can help you prioritize or screen ideas. Here's a quick recap on how to set up your submission form.

TIP! Don’t make your submission form too long - you want to make the submission process as quick as possible.

Add Additional Categories
The Suggest app will default to designated categories for idea submission. These categories map to company departments to help with identification of an owner for each submitted idea. If you wish to give your submitters alternate categories to submit under, feel free to add/remove categories in setup. Here's how to edit categories.

TIP! Don’t make your submission form too long - you want to make the submission process as quick as possible.

PLAN → SET UP → RUN → REPORT SUCCESS

RUN YOUR ‘SUGGEST PROCESS’
Congratulations! You finally launched your Suggest Process to your organization! Here are activities to guarantee success:

DAY OF LAUNCH

Announce the Process!
Make sure participants are aware of this new Process, 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 PROCESS

- **Enforce Idea Submission Requirements**
  To ensure that any idea can be considered for implementation, the Idea Coordinators must check every idea has met initial submission requirements.
  Biggest example: Ensure if the idea is clear to understand. The Idea Coordinator can comment back to the submitter (via Submitter Q&A) to iterate the idea if necessary.

- **Ensure Action Item Completeness**
  Check in on your pipeline to see if things are moving efficiently. If any Subject Matter Experts are delayed in completing their action items, it can delay idea progression.
  Tap the Action Item Reminders feature to send automatic reminders to your Subject Matter Experts and Submitters.

- **Track All Ideas**
  Every month or so, make sure ideas are moving. Since this is a continuous process, Idea Coordinators and Idea Owners must do their best to keep ideas moving through the pipeline. If ideas take too long to move through, participants will slow down their engagement.

- **Get to the First Quick Win!**
  To prove that the Suggest process works in your organization, the innovation team should celebrate even the smaller ‘quick wins’ which will happen more quickly.
  Patience! Bigger ideas, and bigger impact, will come.
**Share the Project Gallery with Leadership**

Share a link of the Project Gallery to company leadership, so they are 'in-the-know' of where projects are in your pipeline. Don’t forget to leverage the ‘Steps View’ option from this page as well.

**TIP!** Let company leadership know they can filter on ‘Investment To-Date’ and ‘Projected Benefit’ in the Project Gallery left sidebar.

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**Track Business Impact**

For ideas that are in the ‘Track Business Impact’ step, the Idea Coordinator(s) should circle back with the Financial Analyst, to record projected and actual business impact on all ideas. Don’t forget to track non-financial impact as well!

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**REPORT SUCCESS TO YOUR STAKEHOLDER(S)**

We recommend a meeting or summary email on a recurring basis for your Suggest Process. Here is what we suggest you cover:

**Share Business Impact**

In addition to sharing the total Pipeline value over time, also include all details regarding projected vs. actuals. Also include which ideas are generating significant value as well. Leverage the Business Impact Dashboard to pull these numbers.
Showcase Participant Engagement
One of the benefits of running a company wide process is that it touches all parts of the business. As part of your report to stakeholders, include participant engagement. More importantly, showcase the cross collaborations across departments and geographies with the Pipeline Engagement dashboard.

Communicate the Time to Value
It is recommended that the team run stats on the average time for which ideas were changed to specific statuses. This can be used to communicate the average time to value, or spotlight ideas that have exceeded the average. Refer to the Submission Status Change History export in Site Setup.

BONUS POINTS!
▪ Any great story to tell about a certain idea that created a significant impact?
▪ Did it cause a considerable shift or improvement? If you have a shining example to share, surface it to your stakeholder(s)!

NEED FURTHER ASSISTANCE?
We’d be more than happy to schedule a conversation to get you started with the Suggest App!