

## Challenge campaign checklist

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No	Question	Done?
1	Do we have a sponsor for the challenge?	
2	Did the challenge come from the sponsor (and/or his team)?	
3	Do we have an understanding with the sponsor on how the top few ideas will move forward?	
4	Did we define the idea selection criterion?	
5	Does the challenge statement have following 3 characteristics: <a href="#">emotional appeal</a> , <a href="#">concrete goal</a> and <a href="#">hooks for imagination</a>	
6	Did we identify the key experts inside (and if required outside) the organization who (in addition to others) should participate in the challenge?	
7	Did we create a calendar for the campaign from launch till closure?	
8	Did we conduct a KYC (Know Your Challenge) workshop?	
9	Did we conduct an idea generation workshop?	
10	Did we talk to / mentor / coach selected idea authors in expanding their idea?	
11	Did we help some of the idea authors in creating prototypes / storyboards? (is there an opportunity for mini-hackathon?)	
12	Did we conduct a mock presentation round for the key idea authors?	
13	Did we select appropriate jury members for the final selection?	
14	Did we make sure that the authors of the selected ideas get the rewards the campaign promised?	
15	Did we follow up with the sponsor that some of the selected ideas are indeed moving forward?	