**Blue Card**

*The purpose of the blue card is to have maximum alignment between the leadership strategy and how employees invest available time and energy*

**VIO/VIS Name (Give this VERY important blue card a name that is suggestive of the mission)**

**Narrative (Tell the story of WHY it is VERY IMPORTANT that we focus energy on this blue card.**

*The narrative should be so clear that if employees get no further direction they will be motivated to work on this blue card and will know exactly what the leadership’s strategic and tactical intent is)*

**You should answer the following questions:**

**1) what is the problem/opportunity?**

**2) How big is the problem?**

**3) What are the consequences if you don’t solve the problem.**

**Strategic Mission (Finish the sentence with ONE mission, “We need ideas for….”)**

**Strategic Exclusions (Ideas or types of ideas that we are NOT interested in)**

**Tactical Constraints (Design, time, resources, investment, regulations, people, etc..)**

**Exploration Areas (Areas for stimulus mining when working to accomplish the mission including any relevant live project work that is already going on)**

**Yellow card**

A framework for clearly communicating innovations.

Start from the front or backside of the card. Fill in all that you can.

NEWS HEADLINE: *In a sentence - what makes your innovation MEANINGFULLY UNIQUE.*

CUSTOMER / STAKEHOLDERS: *WHO is the Customer who beneﬁts most from this innovation? For system innovations, who are the Stakeholders who will be most affected?*

Customer PROBLEM: *WHAT Customer / Stakeholder PROBLEM does this idea address?*

Beneﬁt PROMISE: *Make a SPECIFIC or numeric PROMISE to the Customer / Stakeholders to SOLVE the problem listed above.*

PROOF: *WHAT is the Innovation we are offering to the Customer / Stakeholder &*

*WHAT makes it possible for us to deliver on what we Promised?*

Customer PRICE: First estimate/goal for price.

System Innovations *- also consider costs in terms of time and energy investments.*

PASSION: *This project is important to the organization and to me because…*

DEATH THREATS: Major challenges or risks associated with this innovation.

1. Death Threat:

DO to learn more

2. Death Threat:

DO to learn more: