

# The 5S Solution Matrix

Initiative: \_\_\_\_\_

		Score (1-5)
<b>Surprising</b>	Will your target audience find your initiative truly unexpected? Is it different enough to get noticed, for people to want to talk about it and share it? Is it something that your competition would not have the courage to do? That you would not have had the courage to do? Have you added some drama to your message? Have you slain any sacred cows?	5
<b>Strategic</b>	Have you clearly identified your target audience for this initiative? Do you know what do you want them to think, feel and do next? How sure are you that your initiative will accomplish the desired strategic outcomes that it was designed to influence? Have you determined how you will measure your success? Does your initiative represent your <i>Why You</i> story?	5
<b>Seductive</b>	How seductive will this initiative be to your target audience? Will elements of the initiative appeal both to their left brain (logical) and to their right brain (emotional) needs and values? Have you played the emotions card? Played Show <i>and</i> Tell? Provided unexpected value in unexpected places? Will they see what's in it for them?	5
<b>Sustainable:</b>	Have you evaluated the resources (time, money and people) that will be required to execute & sustain your initiative? Have you anticipated the need to review results and modify your initiative accordingly? How often will you need to modify your initiative to ensure that it stays Surprising, Strategic and Seductive? Does your initiative have a planned expiration date?	5
<b>Simple:</b>	Have you simplified your initiative as much as possible? Is it simple for you to execute and simple for your target audience to understand and participate in? Are there any elements of the initiative that could be simplified while still maintaining the integrity & effectiveness of the idea?	5
<b>TOTAL</b>	<p><b>22 - 25</b> Your initiative is ready to rock and roll!</p> <p><b>18 - 21</b> Your idea is solid. With a little bit of work, you can be ready to move into the planning stages.</p> <p><b>12-17</b> More brainstorming is definitely required. Maybe some more research as well. But don't give up. There may be a kernel of greatness in this initiative.</p> <p><b>1-11</b> Chances are that your idea has some serious flaws that will decrease the probability of its strategic success. Go back to your Top 20 list and explore another opportunity.</p>	25