

Ideation Preparation Checklist

18 Questions to Prepare for Your Next Ideation Session

What is the focus of the session?

What do you hope to accomplish?

What voices do you need in the room?

Who will you invite?

What's the optimal number of participants?

What do you want them to do before they arrive?

What do you want them to bring with them?

What expectations should you set with participants?

Who will facilitate the discussion?

How will everyone participate?

What is your role?

How long will the session last?

Where will you hold the session?

How will you avoid distractions/disruptions?

What resources do you need to have on hand?

What has/hasn't worked well in the past?

How will ideas be captured?

How will you communicate the outcomes?