

Reviewing and Discussing Ideas



KEY LEARNINGS: REVIEWING AND DISCUSSING IDEAS

1. The Purpose of Reviewing Ideas

- After brainstorming, you'll have many ideas—the next step is narrowing them down into actionable solutions.
- This is the convergent thinking phase where you evaluate, refine, and select the best ideas.

2. Step-by-Step Process for Reviewing Ideas

Step 1: Organize the Ideas

- Gather all ideas in one place (sticky notes, whiteboard, digital list).
- Group similar ideas together into categories to identify patterns and avoid duplication.
- Example: A hotel team might categorize ideas into "Tech Solutions", "Hospitality Touches", and "Entertainment."

Step 2: Clarify If Needed

- Ensure everyone understands each idea.
- Briefly explain unclear ideas or shorthand phrases (e.g., "Gold Cart" might actually mean "Golf Cart Shuttle from Parking").
- Avoid overlooking good ideas due to vague wording.

Step 3: Discuss Pros, Cons, and Criteria

- Evaluate ideas based on key factors, such as:
 - Cost: How expensive is it to implement?
 - Time: Can it be done quickly or does it require approvals?
 - Impact: Will it actually solve the problem?
 - Feasibility: Can we realistically implement it?
 - Originality: Is it a fresh, innovative approach?
- Example: The hotel team might say,
 - "A self-check-in kiosk improves speed (pro), but is expensive (con)."
 - "A welcome drink is low-cost and easy (pro), but doesn't reduce wait time (con)."
- Teams often use a simple matrix (Impact vs. Effort) to visualize decision-making.

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Step 4: Narrow Down the Best Ideas (Voting or Ranking)

- If there are too many ideas, use voting or ranking to determine the best ones.
- Methods include:
 - Dot voting: Each team member places dots or marks on their favorite ideas.
 - Verbal consensus: Discuss which ideas are mentioned most positively.
 - Ranking: Sort ideas from most to least feasible.
- Goal: Reduce the list to 1-5 top ideas for further action.

Step 5: Decide and Assign Next Steps

- Select the final winning idea(s) to move forward.
- Assign ownership—who will take the next steps?
 - Do you need to pitch to leadership?
 - Should a small prototype or test run be done first?
 - Can it be implemented immediately?
- Example:
 - The front desk manager organizes the welcome drink station.
 - The IT team schedules a meeting to explore tablet-based lobby check-in.

3. Key Takeaways

- If an idea isn't acted on, it's just a thought—execution is key.
- Reviewing ideas ensures you focus on what's feasible and impactful instead of just collecting random suggestions.
- This phase transforms brainstorming from just ideation to real innovation.