Quick Reference Guide

Challenges

Essentials

Must come from information in future scene

Either a consequence or a cause

Stated as possibilities (may, might, could)

Required elements

Link to future scene (logical relationship)

The challenge itself

Why it is a challenge

Scoring

Fluency (the number of likely challenges)

(Y) Yes (likely to exist or occur)

(P) Perhaps (possible but not likely)

(S) Solution (solution rather than challenge)

(D) Duplicate (similar in context to another challenge)

(W) Why (did not originate in future scene)

Flexibility (the number of identified categories)

Clarity (the quality of the written expression)

Originality Bonus (+3): rare and insightful

Underlying Problem

Essentials

One, *and only one*, key verb

No absolute verbs (e.g., "stop," "prevent")

Failure to include purpose a very serious error

Required elements

Condition phrase

Key Verb Phrase (begin with "How might we...")

Purpose

Future Scene Parameters (place, time, topic)

Scoring

Structure (Are required element included?)

Focus (Is UP well defined and clearly written and does it
  address the future scene's charge?)

Adequacy/Importance (Does the UP identifies a major,
  important issue from the future scene?)

List test

L (loose) will produce many solution ideas

I (impact) major effect on the future scene

S (size) appropriate for a component of the charge

T (topic driven) specific rather than generic; deals with
  topic rather than method (e.g., persuade, educate)

Solution Ideas

Required elements

Who will carry out the solution?

What is the solution idea?

Why is it a good idea and/or how will it work?

Scoring

Fluency - number of ideas that "solve" the UP

Flexibility - number of categories represented

Elaboration - Any three of Who? What? Why? How?

Originality bonus (+3 points): rare and creative

Essentials

Begin with who will carry out the solution.

Write in the form of proposals.

Don't repeat the future scene parameters.

Make who a specific organization or categories of professions

Criteria

Essentials

Concerns only one issue (e.g., cost, acceptance, etc.)

Contains a superlative (e.g., least, most, greatest, etc.)

Phrased to indicate a desired direction

Scoring

Relevance (appropriate for evaluating this UP's solutions)

Types of Criteria

UP-Based: based on the ideas UP, either KVP or purpose

Specific: core idea can only be applied narrowly to this
  UP and/or for this topic

Generic: core idea can be applied to nearly every UP & topic

"Flavors" for Generic and Specific Types

Plain: no details directly from the future scene.

Modified: adequate details to place it firmly within UP and/or
  future scene

Justified: condition from future scene as a rationale

Procedures

Select eight most promising solution ideas and list
  them in eight solution idea blanks of the grid.

Only enter a few key words for each solution.

Based on each criterion, rank order solution ideas from 8
  (best) to 1 (least).

No two solution ideas can receive same score.

Add across grid to total ranks given to each solution idea

Double-check addition on grid.

Solution idea with highest total rank must be used to
  develop your action plan.

The grid should not be manipulated.

If after completing the grid two or more solution ideas
  tied for the action plan, break the tie and write a note to
  the evaluator explaining how you did it.

Action Plan

Essentials

Based on the solution idea with highest total on grid

Must relate back to the underlying problem

Demonstrates how KVP and purpose will be achieved

Represents the *proposal* for solving the problem identified
  in UP

Explains who, what, how, why, where and when.

New facets may be added to the action plan as long as each
  addition represents a subpart of the action plan.

Follow instructions of what to do at the top of the AP sheet.

Be persuasive and try to sell your idea.

Tie AP back to the UP, the future scene, and the topic.

Scoring

Relevance - plan's relationship to the underlying problem

Effectiveness - ability to successfully solve the UP

Impact - positive effect of the action plan on the future scene

Humaneness - productive, positive potential

Development of AP - degree to which plan is explained

Overall Score

Research applied

Creative strength

Futuristic thinking