

> Select ideas

So you have collected lots of ideas. It's time to select the best. How do you do that? This depends how many ideas you have and whether you were brainstorming in a group or alone.

In a group



> Up to 15 ideas?

Ask all participants for their absolute favourite and create a top 3.

> 15 - 40 ideas?

Ask all participants for their top 5. Group similar ideas together to create a top 5.

> Over 40 ideas?

Use the COCD box. This is a table where you divide your ideas into three categories:

The COCD box

	Yellow ideas HOW <ul style="list-style-type: none"> - ideas for the future - intriguing and challenging - red ideas of tomorrow
Blue ideas NOW <ul style="list-style-type: none"> - easy to implement - low risk - are already accepted - examples available 	Red ideas WOW <ul style="list-style-type: none"> - innovative - breakthrough - give energy - feasible

Ordinary Ideas

Original Ideas

1. ordinary ideas that can be implemented (blue ideas) NOW
2. original ideas that can be implemented (red ideas) WOW
3. original ideas that cannot (yet) be implemented (yellow ideas) HOW

> Everyone selects 4 to 8 blue, red and yellow ideas.

> Stick blue, red and yellow stickers beside the selected ideas.

> Place the 10 - 15 ideas with the most stickers (all colours) in the COCD box.

> Check to make sure that each idea is truly promising and that people support it.

> See which ideas in the COCD box can be combined.

> Use the red ideas as a departure point. Combining a red idea with a blue makes it easier.

> Combining a red idea with yellow provides a long-term perspective.

> Use this technique to create a 'fantastic top 5'.

Now work your ideas out in more detail.

Thanks to COCD.

If you are alone



Just because you brainstorm by yourself does not mean that you also have to select the best ideas on your own. Sometimes it can be helpful to ask your colleague, your boss or a friend for their opinion.

If you would rather select the top ideas yourself, use the following tips as a guideline:

- Tip 1: Keep your goals in mind.
- Tip 2: Always think in opportunities.
- Tip 3: Have courage when making choices.
- Tip 4: Trust your intuition.
- Tip 5: Go for what excites you.