

*Now, select one high impact idea and let's plan out how to make it a reality.*

## Instructions

We recommend designating a scribe to capture your team's thinking

Step 1: Spend ~20 minutes working with your team to describe the The Idea and how it can benefit you

Step 2: Now, work with your team to imagine how you can make this idea a reality (~15-20 minutes)

Step 3: The final step is about finding the formula to make your idea a reality. What will it take? You and your group may spend 30-60 minutes on this.

Once you have finalized your Impact Lab Map, pick someone from your team to present to the group, and continue to refine your thinking (treat this as a living document)

## Step 1: The Idea

**What innovation do you want to make a reality?**

**What about this idea inspires you?**

**How could this benefit you (\$, org, consumer, etc.)?**

## Step 3: Finding Your Formula

**How could you incorporate this idea into your business?**

**How easy or difficult would it be? What would this be worth \$?**

**What infrastructure is needed?**

**What analysis or testing should you do?**

## Step 2: Making it a Reality

**When could you feasibly incorporate this innovation?**

**What milestones would you put in place?**

**How could this be a game changer for your business?**