




FEASIBILITY

We have technical and/or organizational capacity to make it happen.



DESIRABILITY

The solution is attractive, useful, or necessary course of action





PERSONAL COMMITMENT

People are willing to commit time or personal resources to make it happen



VIABILITY

The solution is capable of becoming actual, useful, we can make a business case for it.

Will this idea stick.





SOCIAL RETURN ON INVESTMENT

The solution has measurable value that reaches beyond financial (e.g., environmental, social value)



RIGHT DIRECTION

The solution is timely and is appropriate





HIGHEST UNMET NEED

Addresses significant needs that have gone unmet
and is human centric



QUICK WIN

Solution can be accomplished using minimal
resources and within a shorter time period





MOST URGENT

Solution addresses issue that has urgency, based on pressures (political, unmet needs, rising costs associated with not doing it)



MOST STRATEGIC

Solution is aligned with the overall aims and interests of this work





CHANGES THE NARRATIVE

Mental shift or Reframing a long standing issue





