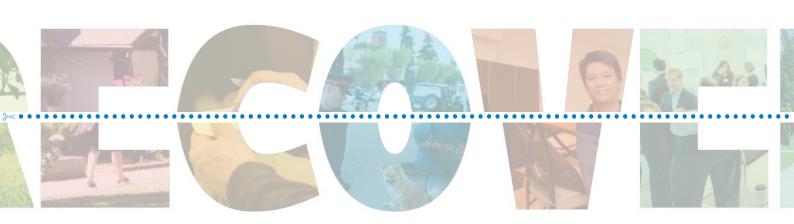
### **FEASIBILITY**

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



