




# 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





