



Idzanwaka

Creating Effective Challenge Statements

# What Are Challenges?

Challenges are topics that we capture ideas under that are related to short or long-term organizational objectives.

The screenshot displays the Ideawake interface. At the top left, it shows '3 Open Challenges' with tabs for 'Open (3)' and 'Closed (21)'. The first challenge is titled 'How can we improve customer experience using technology in 2018?' with a description: 'Continuously improving customer experience is one of our biggest focuses in 2018. How can we improve customer experience through mobile apps and other investments in technology? Please include a detailed description of your idea with links to relevant articles and files s'. It shows '1 ideas posted' and 'ends in 22 days'. The second challenge is 'Quick Wins – Small Ideas with Big Impact' with a description: 'We're always looking for ways to improve efficiency and make Sampcom work better, smarter and faster. Let us know your small ideas that you feel could have a large impact. Think about your daily routines and responsibilities, and where you come across challenges or opportuni ...'. It shows '6 ideas posted' and 'ends 4 months ago'. On the right, the 'My Stats' section shows '130 Posted Ideas', '7 Upvotes', and '1438 points'. Below that, the 'Prizes' section lists two prizes: '\$10 gift cards randomly to employees who participate on Ideawake' (10 available, ends 4/27/18) and 'Amazon Echo Dot' (1 available, ends 5/1/18). A red box with the text 'Examples of Challenges' is overlaid on the right side, with two red arrows pointing to the challenge titles.

# Why Use Challenges vs. Open Form Submission?

- **Receive More Ideas** – Using challenge topics helps provide employees with thought starters, making it easier to ideate and resulting in a higher quantity of ideas.
- **Receive Higher Quality Ideas** – By providing context for the types of ideas you're seeking, you'll receive higher quality submissions that are more closely aligned with organizational objectives.
- **Increase Long Term Engagement** – By changing challenge topics on a monthly or quarterly basis and making idea submissions on a challenge limited by time, you increase scarcity while keeping content fresh in your community.
- **Control Influx of New Ideas** – By using challenges, you can control when ideas are being posted, making it easier to focus on implementing ideas from prior challenges before moving towards ideation in another strategic area.

A woman with blonde hair, wearing a white blazer over a striped shirt, stands in a meeting room, gesturing with her hands as if presenting. In the background, a whiteboard is visible with handwritten notes and diagrams. Other people are seated around the table, listening. The scene is dimly lit, with a large window on the right side. A teal horizontal line is at the top of the image.

# METHODS FOR CREATING CHALLENGE STATEMENTS

# Method One (Simple) – Base Challenges on Top Level Goals

1

List short and long-term objectives

2

Identify specifics on scope and / or timeframe

3

Combine objective + specifics to create "challenge statements"

REDUCING MANUFACTURING LINE SCRAP

5% IN 2019

"HOW CAN WE REDUCE SCRAP ON LINE A BY 5% IN 2019?"

REDUCING PATIENT ANXIETY

BEFORE, DURING, AND AFTER CARE TAKES PLACE

"HOW CAN WE REDUCE PATIENT ANXIETY BEFORE, DURING AND AFTER CARE TAKES PLACE?"

# Method Two (Complex) – Base Challenges on Drivers of Goals

1 *Goal, Objective, or Obstacle*

[Insert Objective Here]

2 *Ask "Why" to Uncover Drivers*

Why aren't we achieving objective above?

[Insert Driver]

[Insert Driver]

[Insert Driver]

[Insert Driver]

[Insert Driver]

3

1

4

2

3

5

## The Process

1. Define your goals, objectives, or obstacles
2. Ask "why" to uncover drivers
3. Rank significance of from most to least significant
4. Craft draft challenge statements (next slide)

1 *Goal, Objective, or Obstacle*

2 *Ask "Why" to Uncover Drivers*

How can we increase efficiency in the sales department?

Why aren't we efficient today?

Ineffective documentation in CRM

Ineffective handoffs between marketing & sales

Rework due to incomplete order forms

Appointment no show rate is over 10%

Timeline to follow up with leads is over 48 hours

*Driver*

*Driver*

*Driver*

*Driver*

*Driver*

1

4

2

3

5

## The Process

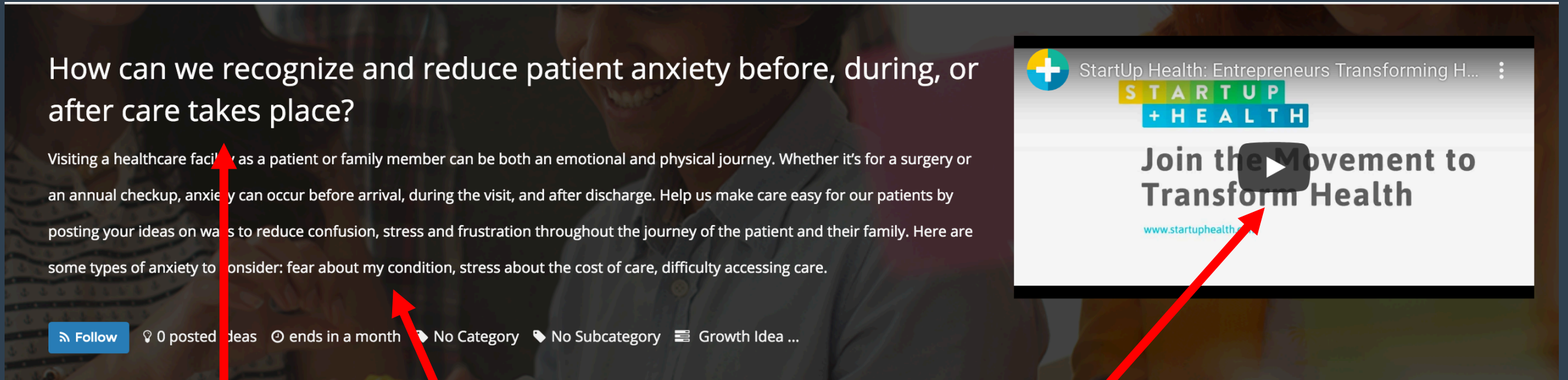
1. Define your goals, objectives, or obstacles
2. Ask "why" to uncover drivers
3. Rank significance of from most to least significant
4. Craft draft challenge statements

# Challenge Title, Description, and Media

- Challenge Title
  - Incorporate 1 - 2 most significant drivers of the problem you're trying to solve / goal you're aiming to achieve.
  - Put in the form of a question "How Might We..."
- Challenge Description
  - Why this matters to front line employees
  - Other identified drivers from previous slide
  - Relevant statistics and thought starters
- Other Media
  - Featured background image
  - Challenge video



# Components of Your Challenge



The screenshot shows a challenge page with the following components:


- Title:** "How can we recognize and reduce patient anxiety before, during, or after care takes place?"
- Description:** "Visiting a healthcare facility as a patient or family member can be both an emotional and physical journey. Whether it's for a surgery or an annual checkup, anxiety can occur before arrival, during the visit, and after discharge. Help us make care easy for our patients by posting your ideas on ways to reduce confusion, stress and frustration throughout the journey of the patient and their family. Here are some types of anxiety to consider: fear about my condition, stress about the cost of care, difficulty accessing care."
- Video (optional):** A video player with the title "Join the Movement to Transform Health" and the URL "www.startuphealth.com".

Red arrows point from the labels below to these specific components in the screenshot.

Title

Description

Video (optional)

A woman with blonde hair, wearing a white blazer over a striped shirt, stands in a meeting room, gesturing as she presents. Behind her is a whiteboard with handwritten notes and diagrams. To her left, a woman is looking at the whiteboard, and to her right, a man is looking towards her. The room has large windows in the background.

# Challenge Statement CONSIDERATIONS

# Broad vs. Narrow Challenge Statements

- Broad challenge statements will result in a higher engagement rate with lower quality ideas, narrow challenge statements will result in lower engagement with higher quality ideas.
- First Challenge - We normally start with broader challenge statements in order to maximize engagement, then add more narrow challenge statements over time after employees are used to using the platform.
- Long Term - Best practice for challenge statements is to make them specific, including a specific KPI (Reducing Scrap), a percentage we are trying to improve that KPI (5%), and a timeframe (in the next 12 months).

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# Broad Challenge Statement Examples

## Quick Wins – Small Ideas with Big Impact

We're always looking for ways to improve efficiency and make Sampcom work better, smarter and faster. Let us know your small ideas that you feel could have a large impact. Think about your daily routines and responsibilities, and where you come across challenges or opportunities that you feel we could improve. All ideas count - we want to hear yours!

## How Can We Increase Traffic to Our Stores?

The retail landscape has drastically changed over the last five years. Now, 41% of shoppers in the region are using their mobile device as their main tool to purchase items. We are looking for out of the box, big ideas that could have a large impact on improving traffic to our stores.

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# Narrow Challenge Statement Examples

## How Can We Improve Customer Experience Using Technology in 2019?

Continuously improving customer experience is one of our biggest focuses in 2018. How can we improve customer experience through mobile apps and other investments in technology? Please include a detailed description of your idea with links to relevant articles and files showing calculations, flowcharts and other supporting documentation.

## How Can We Reduce Waste in our Silos by 10% in 2019?

In 2018, one of the biggest areas of waste was from loss of grain in our silos, resulting in over \$12,000,000 in loss to Sampcom. We are looking for your thoughts and feedback on ways to reduce waste in our silos by improving processes or by acquiring and developing new technology.

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**WANT SOME INSPIRATION?**



[Click to View Sample Challenge Statements](#)