



# HOW TO TRANSFER AN IDEA?

The ideation phase ends with the admission of the new product concepts into the regular development process. Larger organizations usually set up a new team for the product development phase as it requires different skills and abilities. So, how do you transfer the idea? In addition to enrolling some participants of the ideation team to continue working in the development team, it's wise to organize a:

## CONCEPT TRANSFER WORKSHOP.

### When?

Not too long after the ideation phase has ended. Otherwise a lot of energy gets lost.

### Duration?

Four hours.

### Location?

An inspiring venue related to the new concept.

### Participants?

Members of the ideation and the development team including the internal client.

### Program?

- Orientation.
- Goal Concept Transfer Workshop.
- Presentation of the new concept and Mini New Business Case.
- Presentation of major customer insights and findings during the ideation phase.
- Open team discussion.
- Wrap-up.