

**RIKON**  
DIFFERENTTHINKSBETTER

# Idea Advocate



Waterford Institute of Technology

## Idea Advocate

The idea advocate technique is an approach used in the final selection of an idea from a shortlist. Each of the ideas on the shortlist are allocated an advocate who defends the idea in front of a jury. The jury then eliminate ideas, until only one remains. It is critical that all advocates have equal status and power in the organisation and that this technique is only used when a small number of ideas remain under consideration.

### Using the 'Idea Advocate' technique

Step 1: Each idea is assigned to an employee, the advocate. It is advised that this individual is already familiar with the idea.

Step 2: Advocates for each of the ideas are provided with the time and resources to prepare their case. This is often in the form of a presentation.

Step 3: The case for each idea is presented by the advocates to a jury comprised of members of the organisation.

Step 4: Each case is presented and discussed, through multiple rounds if required, and a final selection is made.

## Instructions for Use

**1. Assign each of the ideas that are under evaluation to an employee, referred to as the advocate. Confirm that they are familiar with the idea or have the resources to familiarise themselves with it.**

Idea	Assigned to/advocate
1	Click or tap here to enter text.
2	Click or tap here to enter text.
3	Click or tap here to enter text.

**2. Advocates are asked to prepare a presentation that makes the case or argument for selecting their idea.**

**3. Advocates make their presentation to a jury comprised of selected members of the organisation.**

**4. Once all cases have been presented, they are discussed by the jury who will either make a final selection of recommend further rounds of presentations.**



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