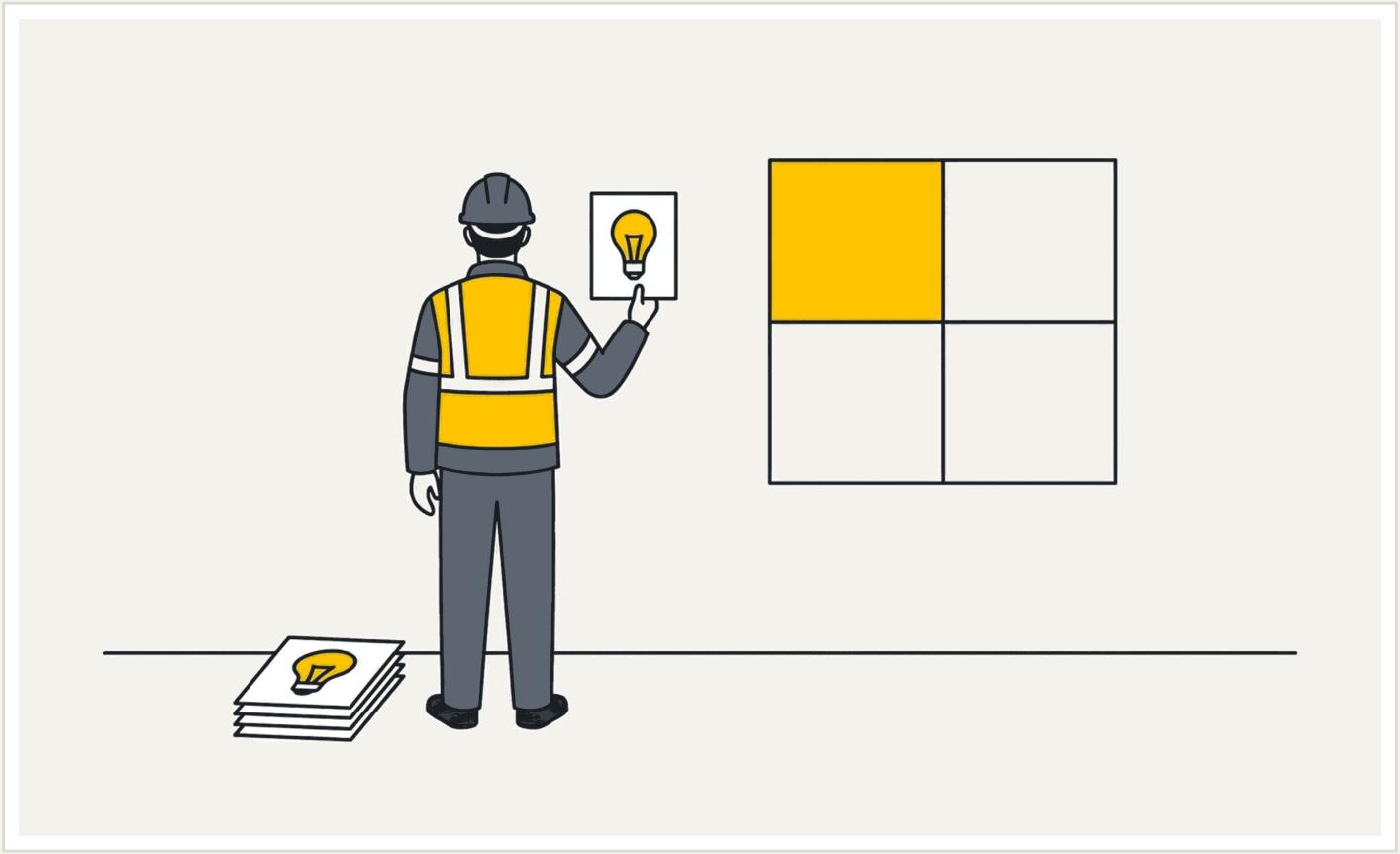
IDEAS

Nobody knows a job like the person doing it.



Every idea gets captured in seconds and plotted on one chart: how much it helps against how hard it is. The easy winners get done first - and the person who said it gets told when it lands.

CAPTURE IT

Impact and effort, one to five

THE 2x2

Implement, possible, challenge, kill

DO THE EASY WINS

High impact, low effort - first

CLOSE THE LOOP

Tell the person it happened

TEN SECONDS

Title, impact, effort. Capture at the job, not in a meeting.

LET THE CHART DECIDE

High impact and low effort lands in IMPLEMENT. Start there.

MEASURE THE CHANGE

Before and after, on one number. That is what makes it real.

SAY THANK YOU

A done idea with a name on it deserves the walk to say so.

An idea list nobody acts on teaches people to stop having ideas.