Examples of Idea Submission Templates & Processes for Internal Crowd Sourcing

As a large global company, we encourage our businesses to crowd source ideas from our 30,000 employees worldwide.

Employees are a great source of community feedback, market insights and intelligence. They are a very important stakeholder group that can help companies bridge the gap to reach their customers.

From the corporate center, we provide each business unit with a toolkit to engage their employees in their innovation agenda. One such tool is a crowd sourcing platform, customizable for each business group, securely accessed from our network.

Each business tailors the innovation process to its needs and organization, choosing how to engage employees in the decision-making process.

The crowd-sourcing platform enables employees to submit ideas in response to management challenges. Once ideas are submitted, others can collaborate around the ideas as they travel through different stages of the innovation process.

On the pages that follow are some examples of idea submission forms and the stages of the process for different business communities we support.

Idea Submission Example 1

Title

Category (Examples: North America, South America, APAC, UK, Europe)

Idea

Insight: What problem are you trying to solve? Is the opportunity real? What is the specific customer need that you are meeting?

Impact: Who will benefit and how? How will it differentiate us from our competitors? Is it worth it?

Idea Life Cycle

| Idea Submission | Completion | Expert Evaluation | Board Review | Implementation | Archived |

Idea Submission Example 2

Title

Category (Examples: Challenge 1, Challenge 2, Challenge 3)

Idea

What current situation/problem does your idea address?

How would you characterize the severity of this current situation/problem?

In your estimation, how difficult would it be to implement your idea?

Idea Life Cycle

| Idea Submission | Validation | Acceptance/ Rejection | Closed |

Idea Submission Example 3

What area of the business are you from?

Idea

What area of the business does your idea target?

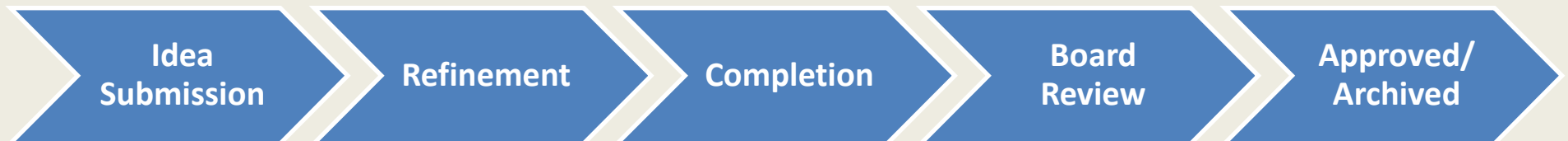What business challenge(s) does your idea target?

How important to the customer is the problem that your idea targets?

How satisfied are customers with current solutions (if any) that address the problem you are targeting?

What is the customer benefit of your idea?

What is the competitive landscape surrounding your idea? What other solutions are available and who offers them? Why do you think we should enter this space?

Idea Life Cycle

| Idea Submission | Refinement | Completion | Board Review | Approved/ Archived |

Idea Submission Example 4

Title

Category (Examples: fulfillment, customer support, new business, operations)

Problem

Solution

Source of the Problem/Solution

Benefits to the Customer or to the Business Unit

Are you interested in being the lead on this project?

In your estimation, how difficult would it be to implement your idea?

Idea Life Cycle

| Idea Submission | Screening | Evaluation | Idea/Problem Assigned | Implemented/ Closed |