Stakeholder Engagement Project Resource
Tool Ref. No. T002
IdeaCheck

Our Tools are approaches, models and techniques for improving stakeholder engagement	
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Linkages with SE Key Principles	Consult, early and often.
Key words	Concept, idea, evaluate, value, risk, priority, project, brief, proceed
Subject Terms	Idea, engage, consult, evaluate,

Context

IdeaCheck is an online application that helps gain early stakeholder feedback and input in an idea that may become a project. It enable you to:

- Describe an idea you have for a project, outlining its purpose and likely value and costs
- Share your idea with selected stakeholders to seek their feedback and suggestions
- Assess their views of the Benefits, Risks and Priority
- Collate their Suggestions on how your idea can be developed
- Create a Project Brief to help get the project started

See: https://www.ideacheck.co.uk/

Purpose and Benefits

- It saves the time and cost of holding numerous meetings with stakeholders. It also prompts and collates useful, early, independent thinking on an idea that might or might not become a project.
- IdeaCheck allows the Originator to gauge the viability of an idea in the concept stage, from the independent views on the Value, Risks and Priority of the proposed idea.
- The benefits also include the early understanding and buy-in of stakeholders, identification of where resistance lies and evaluation of stakeholders' Suggestions to develop the original idea.
- The application also creates a draft project brief for ideas that become viable projects.
- Early consultation on ideas for projects (i.e. viewed through the 'lens' of the stakeholder) is now considered best practice.

How to use to best effect

IdeaCheck is useful for larger organisations which may also be dislocated, geographically. It enables the Originator of the idea to reach people at distance, who are in turn, able to reply with their views and suggestions via desktop, laptop or smartphone.

It gathers a wide slice of the stakeholders of a proposed project, enabling the Originator to understand the level of 'buy-in' and what stakeholders might also want to include in or exclude from the scope, in order to meet their needs.

Aside from the application, the Originator can also use the information gleaned to prepare a

- tactical plan for engaging selected stakeholders
- risk register
- business case

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Limitations

- IdeaCheck is no substitute for human dialogue between selected stakeholders which will be necessary following the use of this application.
- It is a stand-alone application that concludes with a Project Brief document.
- It does not link directly with an organisation's internal processes although it can be adapted to do so.

Relevant bibliography *[refer here to reference material on its application or variants of this tool]*

Reference:

https://www.ideacheck.co.uk

Related Models /Processes

- The concept of CBA (cost-benefit analysis) dates back to an 1848 article by Jules Dupuit and was formalised in subsequent works by Alfred Marshall

- The Project Brief is the first formal document capture of a waterfall project, heralding the start if the planning process. See" https://www.apm.org.uk/body-of-knowledge/delivery/integrative-management/planning/