The purpose of this worksheet is to help evaluate strengths and weaknesses of an innovation. This worksheet is designed based on the ‘diffusion of innovations’ framework established by Everett M. Rogers and colleagues. For a short video on how to get the most out of the worksheet, click here: ([video](http://www.decisionskills.com/innovation-worksheet.html))

**Step 1: Describe the need your innovation is going to meet.**

**Step 2: Describe the innovation.**

*In a few sentences, no more than a couple of paragraphs, summarize your idea.*

**Step 3: Identify a specific target demographic.**

*Describe the age, gender, income, etc. of those that will benefit from your innovation.*

**Step 4: Rate the strength of the innovation in each of the five categories;**

*Use a scale of 1 to 5, one being low and five high. Justify your ratings.*

Relative advantage (rating:   )

*Justify the degree to which your innovation holds an advantage over similar innovations or alternate ways of addressing the problem.*

Compatibility (rating:   )

*Consider the extent to which your innovation is compatible with current values of not only your target market, but the social system.*

Simplicity (rating:   )

*To what extent is your innovation less complex than current methods?*

Triability (rating:   )

*To what extent can individuals try your innovation on a limited basis?*

Visibility (rating:   )

*How visible is your innovation?*

**Step 5: Define the social system.**

*Look at your target market and list stakeholders. Identify change agents and opinion leaders. Discuss the relationship/structure between stakeholders.*

**Step 6: Develop your communication plan.**

*Considering your response to step 5, how will you approach the innovation decision process?*

Knowledge/awareness

*How will you get your innovation in front of the right individuals?*

Persuasion

*How will you persuade individuals to try your innovation?*

Implementation

*After individuals start using your innovation how will you encourage them to continue use?*

Confirmation

*What steps will you take to get individuals to confirm the use of your innovation?*

**Step 7: Discuss Limitations**

*As of the writing of this evaluation, what are the current limitations of the innovation?*

**Step 8: Conclusions**

*In a few sentences, no more than a couple of paragraphs, summarize your conclusions regarding the overall current state of the innovation.*

**Step 9: Next Steps**

*Given the previous 8 steps, what are the next steps to your innovation? Do you archive the idea for now, do you work on improving the idea or do you now move forward with execution?*