



Your Next Big Idea

It can be hard to come up with the next big idea on demand. This exercise can be done individually or as a group and shouldn't take you longer than 15-20 minutes.

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Step 1 List out 3-5 potential answers per question.

Step 2 Circle the one you or the group agrees best fits your organization, team, or product.

Step 3 Plug in your answers and discover your next big idea!

What is your team or organization excellent at?

Examples:

- Live events
- Leadership or Culture
- Employee development
- Unique product within the market
- Customer service

Big Answer 1

What lesson has been learned in the last 6 months?

Examples:

- Audience doesn't understand product
- Too few returning customers
- A need to have metrics
- Siloes or teams misaligned
- Speed to lead is too slow

Big Answer 2

What is your ideal customer or audience?

Examples:

- Favorite client
- C-suite executives
- People in crisis
- Customers looking for deals

Big Answer 3

Note: This is the hardest question to answer it is not asking who your demographic is. The question is asking what are the sensibilities, values, and desires of the person listening to your message.

Turn the page over and plug in your answers!

Write in your answers and build your next big idea!



Big Initiative 1:

Big Initiative 2:

Big Initiative 3: