

# FCPA IDEA FILTER

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**STEP 1 – PURPOSE:** What do you want to accomplish?

Be specific and clear. Why are you doing this? The why must be compelling enough to create buy-in for yourself! Why is this better? WHY does it matter to the business, Why does it matter to you? Why does it matter to your clients/consumers?

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**STEP 2 – IMPORTANCE:** What's the biggest difference this will make?

This will help us grade the magnitude of the idea and calculate if the investment of resources (time/energy/money) is worth the outcome. Where are things right now vs. where will things be when the project is finished?

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**STEP 3 – IDEAL OUTCOME:** What does the final product look like?

Picture perfect, no hiccups, what is the DREAM outcome? We need clear guidance on what completion of the project looks like!

4

**STEP 4 – OUTLINING SUCCESS CRITERIA:** What has to be true when

this project is finished? Make it clear, distinct, and measurable. You can end up using this step as a checklist for completion and progress, so everything should be a number or bullet point.

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**STEP 5 – BEST RESULT:** What's the best result if you take action on this idea? This is the sale, made to yourself, that taking action far greater outweighs the alternative of not taking action. ***If this does not emotionally and energetically excite you, it is not worth pursuing.***

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**STEP 6 – WORST RESULT:** What is the worst result if you don't take action? Think of this as the opportunity cost. Ask yourself, "what is something that I would beat myself up over leaving on the table because of my INACTION?"