

# Feedback & Validation

*“Plussing” For Successful Adoption*

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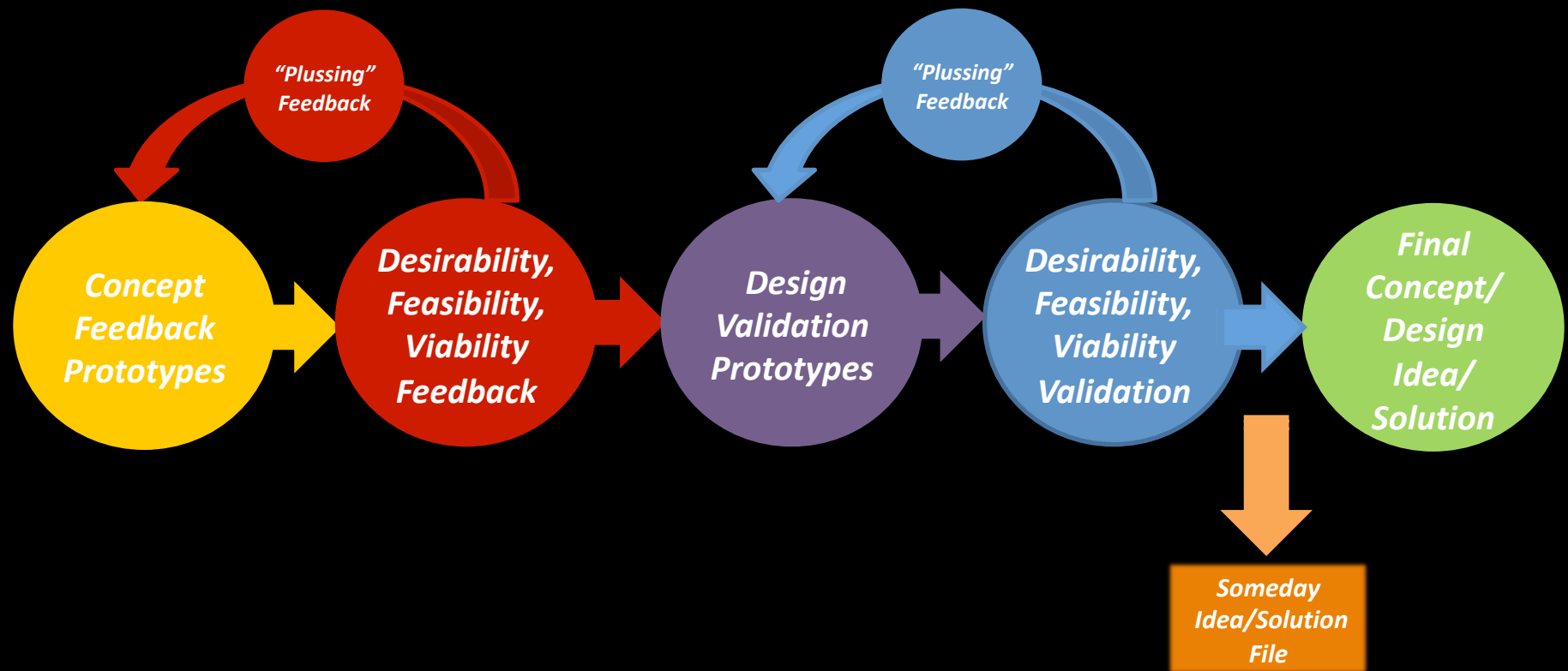
- ❖ Your Objective
- ❖ The Feedback and Validation Cycle
- ❖ Critical Success Factors
- ❖ Exit Criteria – Advanced Understanding & Preparedness
- ❖ Remember.....the Final Hurdle!

# Feedback and Validation

## *Your Objective*

Actively engage Community members and key stakeholder groups in : 1) perfecting (“Plussing”) your top idea/solution concepts and designs, 2) validating the desirability, feasibility , and viability of those ideas, and 3) gaining insight into the most promising of those ideas/solutions ; an idea/solution around which you’ll solicit the sponsorship and funding necessary to fully develop and implement/launch.

# The Feedback and Validation Cycle



# Critical Success Factors

- ❖ Take an iterative approach; multiple cycles over time
- ❖ Seek feedback and validation from each stakeholder group
- ❖ Ensure you test your “Leaps of Faith” assumptions
- ❖ Don’t sell your ideas! Watch, listen, probe...
- ❖ Seek & look for unbiased, direct feedback; verbal and nonverbal
- ❖ “Plus” wisely; when it positively impacts the “whole” story
- ❖ Look for ideas to increase desirability & feasibility & viability

# Exit Criteria

## *Advanced Understanding & Preparedness*

As you exit this step, you and your team should find that you have significantly advanced your understanding of:

- ❖ The Community Challenge, Need, &/or Problem area of focus
- ❖ The Community Ecosystem & expected changes over time
- ❖ Your idea/solution's positive "Day in the life" impact
- ❖ The actionable & executable work needed to develop & launch
- ❖ The short, medium, and long-term resources needed to develop & launch
- ❖ How your idea supports achieving each essential, strategic, and important stakeholder's goals, objectives, priorities, and preferences

# Remember....The Final Hurdle

*Desirability, Feasibility, Viability*

***Desirable:*** By Community Members, Stakeholders, and Sponsors/Funders



***Feasible:*** Can be Successfully Developed and Delivered



***Viable:*** Can be Sustained within the Ecosystem both Operationally and Economically

