

# FEASIBILITY FUNNEL



## THE FEASIBILITY FUNNEL HELPS YOU TO IDENTIFY THE IDEAS THAT CAN BECOME REALITY

### How to use the tool:



- 1 Generate lots of ideas, involving as many people as you can to gain a range of perspectives.
- 2 Write each idea on a separate post-it note.
- 3 Group the ideas according to common themes that emerge.
- 4 Identify any ideas that could be combined or connected to strengthen the proposal.
- 5 Narrow down your ideas. One way to do this is to give everybody three sticky dots to vote for their favourite ideas.
- 6 Interrogate each idea with a set of questions, relevant to your project. Here are some ideas: Can our idea happen in the *timeframe* we have available? Can we cover the cost of implementing our idea? Do we have access to the expertise we need? Is our idea *scalable*? Will we be able to *persuade others* to join us? Only one or two ideas are likely to make it through the feasibility funnel. Choose the idea that is most likely to bring about the change you hope to see.
- 7 Be creative. You might be able to adapt some of the ideas that don't make it through the funnel. With ingenuity and determination you can sometimes find ways to overcome obstacles.
- 8 When you have identified the ideas you will take forward, look at the compass tool.

“ It helped us to think about our capacity to make change happen and pick out the ideas most likely to succeed. ”

### NXTHINKING

**This tool can help you to make decisions based on your thinking about costing and time**

It can help you think about the expertise you need and if the change you will make is scaleable to other contexts.

-  Thinking about Change
-  Thinking about The Future

