

# Tuning Protocol



Timing: 60 minutes



## Purpose

You are going to be presented with a big idea that is just that – a big idea. Your feedback is going to help shape the idea and the ultimate decision as to whether or not to proceed from idea phase to development and implementation phase.



## Process

### 1. Individual Framing

- Listen to a presentation of the idea and as you are doing so, look for the following types of feedback:
  - a. Warm – I love this element of the idea.
  - b. Cool – I am concerned about this element or something that might be missing.
  - c. Cold – I believe the idea has some fatal flaws

2. After the presentation, you will have time to ask clarifying/probing questions (with the recognition that the questions may not be able to be fully answered as the big idea has not been fully developed).
3. After the clarifying questions, you will be asked to share your warm, cool, and cold feedback.
4. After sharing, rate the idea on a 1 to 5 scale – 1 being “back to the drawing board” and a 5 being “this is great, lets go!”



## Notes



# Notes

A large rectangular area filled with a light gray grid pattern, intended for writing notes.