

## Catalyst Chat Sheet

Use this tool to engage your staff and colleagues. By creating a conversation about the idea, you allow the idea generator to develop their thinking and you get the opportunity to build on the idea.

	<b>Title of idea/problem</b>	
<b>INSIGHT—SEE</b>	What's the need? What's the evidence there's a need?	
	Who's the user/customer? What problem are you solving for them?	
	What are the assumptions about the need? Are you sure of these assumptions?	
	What's the real impact wanted?	
	What is the challenge? How can we...?	
<b>IDEAS—THINK</b>	In an ideal world, how would you solve it?	
	How have others solved it?	
	Generate at least three different ideas to solve the challenge.	
	Which ideas are worth testing?	
<b>ACTION—DO</b>	How will you know if the idea works?	
	Who will you co-create and/or test it with?	
	How will you implement it?	
<b>TO DO LIST</b>		

# NOTES

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**Catalyst Exchange Pty Ltd**, Suite 402, 12 Century Circuit, Norwest Business Park, Baulkham Hills, NSW 2153  
p: 02 9114 8605 | e: [info@catalystexchange.com.au](mailto:info@catalystexchange.com.au) | w: [catalystexchange.com.au](http://catalystexchange.com.au) | t: @getcatalyst

