THE IDEA READINESS TOOL

Getting Great Ideas off the Ground

asebp

Checklist for Assessing School Community Readiness for a New Idea

A	B	C	RESPONSE (A, B OR C?)
The school community is comfortable being among the first to try new ideas and initiatives	The school community usually goes along with other school communities' recommendations about trying new ideas and initiatives	The school community is uncomfortable trying new ideas and initiatives	
The school community enjoys being the first to try something new	The school community prefers to try new things after seeing other school communities successfully use them	The school community prefers to use things it is currently using	
The school community likes to try things that are seen on TV or read about	The school community prefers to try things that are seen on TV or read about, only after seeing other school communities successfully use them	The school community prefers not to try things that are seen on TV or read about until they have been thoroughly tested	
The school community is always looking for something new to benefit its employees and students	The school community sometimes looks for new things to try to benefit its employees and students	The school community likes using more traditional things to benefit its school communities	
If the school community doesn't know what to do, it asks other schools for advice	If the school community doesn't know what to do, it sometimes asks other school communities for advice	If the school community doesn't know what to do, it tries to figure it out itself	
Incentives would motivate the school community to consider trying something new	Incentives might motivate the school community to consider trying something new	Incentives would not motivate the school community to consider trying something new	
It is very important to the school community's professional reputation to be the first to try something new	It is somewhat important to the school community's professional reputation to be the first to try something new	It is not important to the school community's professional reputation to be the first to try something new	
The school community likes to be the first to try new programs	The school community prefers to wait until other school communities use a program before trying it	The school community likes to wait until a program is thoroughly tested before trying it	
The school community likes to be the first in the jurisdiction or province/territory to try new materials	The school community prefers to try new materials after seeing other school communities successfully use them	The school community is uncomfortable trying new materials	
The school community prefers to be one of the first schools in the jurisdiction or province/territory to try new ideas or intiatives	The school community prefers to wait until an idea or initiative has been implemented in other school communities before adopting it	The school community prefers to wait for the province to adopt ideas or initiatives to create a level-playing field for all school communities	

Total As: _____   Total Bs: _____   Total Cs: _____

Your Idea

IDEA:

STAGE OF READINESS:

POTENTIAL CHALLENGES:

STRATEGIES FOR GETTING THE IDEA OFF THE GROUND:

Using the Idea Readiness Tool

Exploration and Idea Generation ▸ **Assessing Readiness** ▸ Development and Action Planning ▸ Implementation ▸ Evaluation

INNOVATORS

Tend to be passionate and forward thinking. Strategies should appeal to their adventurous side and generate excitement about the actions ahead.

Strategies

- Provide evidence
- Frame the idea to appeal to their innovative spirit
- Build relationships with wellness champions
- Generate support from leadership
- Educate the school community

MAJORITY

Tend to be more deliberate when it comes to adopting a new idea and can be skeptical about new ideas.

Strategies

- Provide evidence
- Frame the idea from the majority perspective
- Engage and mobilize
- Build relationships to gain momentum
- Provide tools and incentives for adopting the new idea

LATE ADOPTERS

Late adopters tend to be wary of new ideas and seek to maintain the status quo.

Strategies

- Educate the school community's leadership team
- Provide evidence to demonstrate the value
- Build strategic relationships with key stakeholders
- Understand and address needs and underlying barriers
- Organize the school community to take action and move forward

Nykiforuk, C.I.J. & Nieuwendyk, L.M. (2016). Idea Readiness Tool: Understanding a School Community's Readiness for Adopting a New Idea and Strategies for Taking Action. Edmonton, AB: School of Public Health, University of Alberta.

PLACE RESEARCH LAB

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