



THE BIGGER, BETTER, BADDER IDEA CHECKLIST

Start with an idea. Can you make it **bigger**? Do it.

Evaluate the idea but don't squash it. Confirm its **value**.

Write the idea down (flip this over or grab a napkin).

Talk to an **advocate**. Find and fill gaps in knowledge.

Advocate 1

Advocate 2

Seek out **challengers**. Find and fill blind spots.

Challenger 1

Challenger 2

Pitch the idea to someone that can help you **achieve** it.

Get 'er done! Set a **date** and go about making it happen.

Date