













# Initiative Worksheet

Use this worksheet when generating new initiatives in your working group.

 <b>Title</b>	Give your initiative a short, interesting title.
 <b>Shift</b>	<p>When considering the problem your group is working on, what's the current state that's not working, and what's the future state that we'll see if we're successful in this work?</p> <p>Current State ..... Future State</p>
 <b>Description</b>	Describe the initiative in a couple of sentences.
 <b>Value proposition</b>	What value does this have for the people who's behavior we want to change? For example, will the farmer make more money with less risk?
 <b>Key Metrics</b>	How specifically will we measure success?
 <b>Needs</b>	What do we need to make this happen? (Research, Funding, Staffing, Allies/partners, Core competence(s) to carry out)
 <b>Partners/Roles</b>	What partners might we have on this? What roles might the partners play?
 <b>Other Solutions</b>	What other options are there for solving this problem that might be faster, cheaper, more effective, etc?
 <b>Key Challenges</b>	What key challenge might we face as we proceed with this initiative? What do we need in order to overcome them?
 <b>Key Risks</b>	What key risks are there in this initiative? How will we manage them?
 <b>Next Steps</b>	What are the very next specific steps we need to take to make this happen?
 <b>Create a Prototype</b>	Ideally, you can bring an actual model of what you're proposing—a brochure for your program, a 3D model of your education center, etc.