

Evidentiary Requirements Tools

A good idea will sell itself? Wrong! Successful scaling depends on convincing a wide variety of people to adopt your innovation and that places emphasis firmly on the types of evidence they might need and the ways in which you collect and communicate that to them. This tool helps you assess what types of evidence are needed for your key value role stakeholders and what the strength of evidence you currently have is. It also prompts to identify where you might need to develop more evidence to bring them on board with your innovation.

IN THIS EXERCISE, YOU CAN CARRY OUT THE FOLLOWING STEPS

- 1** Identify which value role you are analysing (you will need to complete one of these for each value role persona you require evidence for)
- 2** Start with 'Head Evidence'. How robust is your evidence? (1 brain = e.g., anecdotal evidence, 5 = e.g., multiple randomised control trials)
- 3** What is that evidence? (Describe it under 'Evidence at Hand')
- 4** Using the same brain scale as Step 2, how robust does your evidence need to be?
- 5** What evidence will you need to gather (e.g., through research, user testing) to reach this level of robustness?
- 6** Move on to 'Heart Evidence'. How much does your evidence and the way you present it engage the stakeholder's heart?
- 7** What level of engagement are you going to need?
- 8** What evidence will you need to gather (e.g., case studies, images, stories) to reach this level of engagement?



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HEAD EVIDENCE

ROBUSTNESS OF OUR EVIDENCE

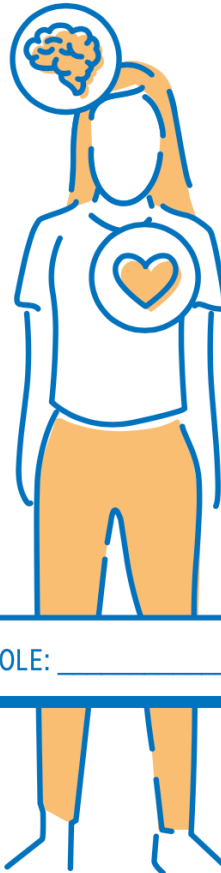


EVIDENCE TO HAND

ROBUSTNESS OF EVIDENCE REQUIRED



ADDITIONAL EVIDENCE REQUIRED



VALUE ROLE: _____

HEART EVIDENCE

CURRENT EVIDENCE ENGAGEMENT LEVEL



EVIDENCE TO HAND

REQUIRED EVIDENCE ENGAGEMENT LEVEL



ADDITIONAL EVIDENCE REQUIRED

