

Attract Your Innovators Planning Sheet

PROJECT NAME

DATE



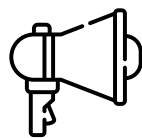
The Right People

Who are interested in a problem of...

Have the following skills...

Are diverse and creative in these ways...

Name 3 people that come to mind.



The Right Message

We are looking for

<type of people you want>

Who are

<main point you think people will be interested in joining for>

The...

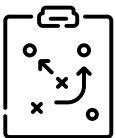
<name of your innovation project>

...is a...

<main goal of your innovation project>

...that

<benefit you hope the project will deliver>



The Right Ways

- ☐ Build social proof
- ☐ Make it fun
- ☐ Enlist leadership support
- ☐ Appeal to logic, emotion, and credibility
- ☐ Leverage Communication Team
 - ☐ Meetings
 - ☐ Regular communications
 - ☐ Other
- ☐ Identify communication channels
- ☐ Host a small event
- ☐ Set deadlines