

## FIGURE 2.1 INNOVATION CONFIGURATION (IC) MAP FOR IDENTIFYING A COMMON CHALLENGE

### 1: IDEAL STATE

The team identifies a common challenge that meets **all** the following criteria.

### 2: DEVELOPING

The team identifies a common challenge that meets **most** (50–99%) of the success criteria.

### 3: STARTING OUT

The team identifies a common challenge that meets **some** (0–50%) of the success criteria.

The common challenge is

- Determined by data
- Publicly acknowledged
- Observable
- Actionable and compelling
- Agreed upon by each team member