

# **Red Light Thinking**

The evaluation of ideas

Lisa Domnysheva

## **// Putting an idea into action //**

A useful technique is a form of critical path analysis, where you seek to identify what could go wrong, examine the key causes of potential failures, and identify any preventive action that may be required.

**// Avoid the soft 'consensus' solution //**

The only real safeguard against group consensus dominating an evaluation is for one or more in the group to be committed to the outcome of the creative activity.

## // BENJAMIN FRANKLIN'S 'PRUDENTIAL ALGEBRA' TECHNIQUE //

«During three or four days' consideration, I put down under the different heads short hints of the different motives that at different times occur to me, for or against the measure. I endeavour to estimate their respective weights; and where I find two (one on each side) that seem equal, I strike them both out»

# EXTERNAL EVALUATION

An easy way of finalizing your choice of different creative options is simply to ask someone who is not connected with the work what they think. The closer they are to the target audience you want to reach, the better.

## *You Decide*

The techniques centring on Red Light thinking that are described in this book are useful for sifting material and helping to avoid killing off potentially good ideas at birth. They also assist in providing a focus for evaluation and further investigation. Yet, no matter how thorough an evaluation is, the decision to run with a particular idea will rest with someone - possibly you.