



Bright Idea

Date Submitted: _____

Submitted To: _____ Position: _____

Submitted By: _____ Position: _____

Department: _____ Priority: 1 2 3 4 5 6 7 8 9 10

SITUATION

Describe the problem, including extenuating circumstances.

DESIRED CONDITION

Describe how the end result should appear / be like / look like.

BENEFIT

Explain why this is important - cost savings, profit expectations or effort reduction.

ACTION ITEMS

List the specific activities that contribute to achieving the desired condition.

People	Task	Investment	Completion