3425 The Best Idea Wins

People Fieldbook · https://kb.jeffreysummers.com/docs/3425-the-best-idea-wins-2/

The Demand

This week, you open a real channel for every cast member's ideas and attach real money to the ones that work. If you don't build the mechanism, every idea your cast has that never gets surfaced walks out the door with them, and you will never know what you missed.

The Work

1. This week, announce The Best Idea Wins to the full cast: any idea, from any role, that improves the business earns the person who brought it a cut of the savings or revenue it generates.
2. Set the terms in writing before you announce it: how an idea gets tested, how the cut gets calculated, how fast a decision gets made.
3. Ask each shift lead this week to personally solicit one idea from one cast member who has never been asked before.
4. Log every idea that comes in this week, no matter how small. Do not let any of them go into a suggestion box that collects dust.
5. Pick the strongest idea from this week's batch and commit to testing it within the next two weeks. Tell the person who submitted it that it is being tested and when they will hear back.

By Friday, you have announced the mechanism to the full cast and have at least one idea in testing with a named owner and a payout structure attached.