What is involved in Idea Creation
Lifecycle 1

What is the Purpose of this Phase?

The purpose of the Idea Creation Phase is a creative process that is independent of any immediate or known opportunity. This process varies based on the skills and experience of SMI researchers. Ideas may come through industry needs or issues, or be generated from past projects. This phase often links closely to the business development process and is usually unstructured. In the case of consulting projects an idea might be more structured based on a formal request.

Note – This phase may not happen separately in all situations – i.e. at times the cycle will start with researchers responding to an opportunity (Phase 2). For details on specific roles and responsibilities by activity please refer to the Project Management Framework Overview.

What is considered to be a ‘Great’ Idea Creation Phase?

- Approval of the concept is gained from the Program Leader before too much time is spent on exploring the idea.
- Ideas that are considered to have potential to succeed are turned into concepts.
- Ideas are recorded when appropriate.
- Others are involved in the process (other researchers, collaborators industry etc)

What are the Key Activities?

All research staff, Program Leaders, Centre Directors and the Institute Director are responsible for idea creation. Linking with key partners, looking at key themes and needs identified in the literature and from other previous projects. It is a creative process that is linked very specifically to a researcher’s own unique style and personality.

Given the breadth of ideas that come up, there is a decision required by the Program Leader and Centre Director to take an idea into a more formal stage and apply program resources to this model. It is good practice to document the idea.

During the next Phase, Opportunity Development, this early idea information will be further developed into a Project Concept. This documentation is optional, however good practice suggests having at least a few notes in case the idea is deferred.

Once the idea is formed it is good practice to place on file and update the SMI Project Register. The Project Register (managed by the Portfolio Support Office) is a list of all ideas and opportunities and projects that are occurring across SMI (the portfolio). It is regularly updated from the idea stage until it evolves into a formal proposal and project.

What tools and templates might I use?

<table>
<thead>
<tr>
<th>Mandatory</th>
<th>Optional</th>
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</thead>
<tbody>
<tr>
<td>Idea is gathered and initially documented via email or a minute from a meeting.</td>
<td>- Draft Project Concept</td>
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<tr>
<td></td>
<td>- SMI Projects Register</td>
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<tr>
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<td>(records ideas, opportunities into approved project)</td>
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