|  |  |  |  |
| --- | --- | --- | --- |
|  | IDEA 1-  | IDEA 2-  | IDEA 3-  |
| Product/services involved. Innovative, creative, provision of goods/services to new markets or new contexts.  |  |  |  |
| Resources required e.g Human Resources, Financial resources and Physical Resources  |  |  |  |
| Costing and Pricing e.g. Cash flow forecasts/Break Even. |  |  |  |
| Methods of communication and promotion e.g. Marketing campaign, launch, continuous marketing.  |  |  |  |
| Potential customers’ e.g. Target Audience/Segmentation.  |  |  |  |
| Skills of people in the group e.g.  |  |  |  |

**Complete your ownskills audit at: PLEASE SAVE A COPY OF THE RESULT**

* [www.mindtools.com/pages/article/newLDR\_50.htm](http://www.mindtools.com/pages/article/newLDR_50.htm)
* Assessing your own leadership skills

**CHALLENGE**

Discuss your ideas with someone else parent/friend then RAG rate them. RED, AMBER, GREEN.

Justify your reasons for choosing your GREEN idea over the other two ideas in two paragraphs.