|  |  |  |  |
| --- | --- | --- | --- |
|  | 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.