FREE TEMPLATE · IDEA SCORING METHODS

ICE Scoring Template

Score each idea from 1 to 10 on impact, confidence and ease, then multiply the three.

Impact | Confidence | Ease

1 How It Works

1. Agree what a 1 and a 10 mean for each of the three before scoring.
2. Each scorer gives every idea a score from 1 to 10 for impact, confidence and ease, alone.
3. Multiply: impact × confidence × ease. Some teams take the average instead; choose one and keep it.
4. Sort by score, run the top tests, and score again when the results come in.

2 Agree the Scale First

	A 1 MEANS	A 10 MEANS
Impact	barely noticed	moves a result we report
Confidence	a hunch	shown in a test or in our data
Ease	months of work	done in a day

The grey words are an example. Write your own above them.

3 Score Each Idea

	Idea	Impact 1 to 10	Confidence 1 to 10	Ease 1 to 10	ICE score I × C × E	Rank
	EXAMPLE Online booking for service calls	6	4	8	192	
1						
2						
3						
4						
5						
6						
7						
8						
9						

Example: 6 × 4 × 8 = 192 out of 1,000. A low confidence score is a test to run before the idea moves up.

Use it when

Many small tests are compared and reordered every week or two.

Watch for

Three guesses from one person can lift a weak idea, and a 6 and a 7 differ less than they appear to.

WHICHEVER METHOD YOU USE

Agree the criteria and the scale before the ideas arrive.

At least three scorers, each alone first. No one scores their own idea.

Where the scores split, the split is the finding: name the assumption and test it.

The score sorts the list. Questions decide each idea: the One-Page Roadmap canvas in this set holds them.

Source: Sean Ellis and Morgan Brown, Hacking Growth, Crown Business, 2017. Version 1, November 2026. Free to use and share.