FREE TEMPLATE · IDEA SCORING METHODS

Weighted Scoring Template

Agree a few criteria and a weight for each, rate every idea on each criterion, then multiply and add.

Three or four criteria | Weights add to 100% | Ratings from 1 to 5

1 How It Works

1. Agree three or four criteria before the ideas are known.
2. Give each criterion a weight. The weights add up to 100%.
3. Each scorer rates every idea on every criterion from 1 to 5, alone.
4. Multiply each rating by its weight and add: the weighted total. Compare totals, then discuss the ratings that differ most.

2 Set the Criteria First

CRITERION	WEIGHT	A 5 MEANS
1	%	
2	%	
3	%	
4	%	
Total	**100%**	

Agreed by _____ on _____

3 Score Each Idea

	Idea	1 ___%	2 ___%	3 ___%	4 ___%	Weighted total	Rank
	EXAMPLE Online booking for service calls	4	3	5	2	3.7	
1							
2							
3							
4							
5							
6							
7							
8							
9							

Example weights 40, 30, 20 and 10%: (4 × 0.4) + (3 × 0.3) + (5 × 0.2) + (2 × 0.1) = 3.7 out of 5.

Use it when

A few ideas must be narrowed to one or two, and the criteria do not matter equally.

Watch for

Weights set after the ideas are known, and decimal totals that look more exact than the estimates behind them.

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: ASQ, Decision Matrix (asq.org/quality-resources/decision-matrix). The method is also called a weighted decision matrix. Version 1, November 2026. Free to use and share.

FREE TEMPLATE · IDEA SCORING METHODS

Impact and Effort Matrix

Place each idea on a two-by-two grid: the value it would bring against the work it would take.

Two by two | Sorted in the room | Minutes, not hours

1 How It Works

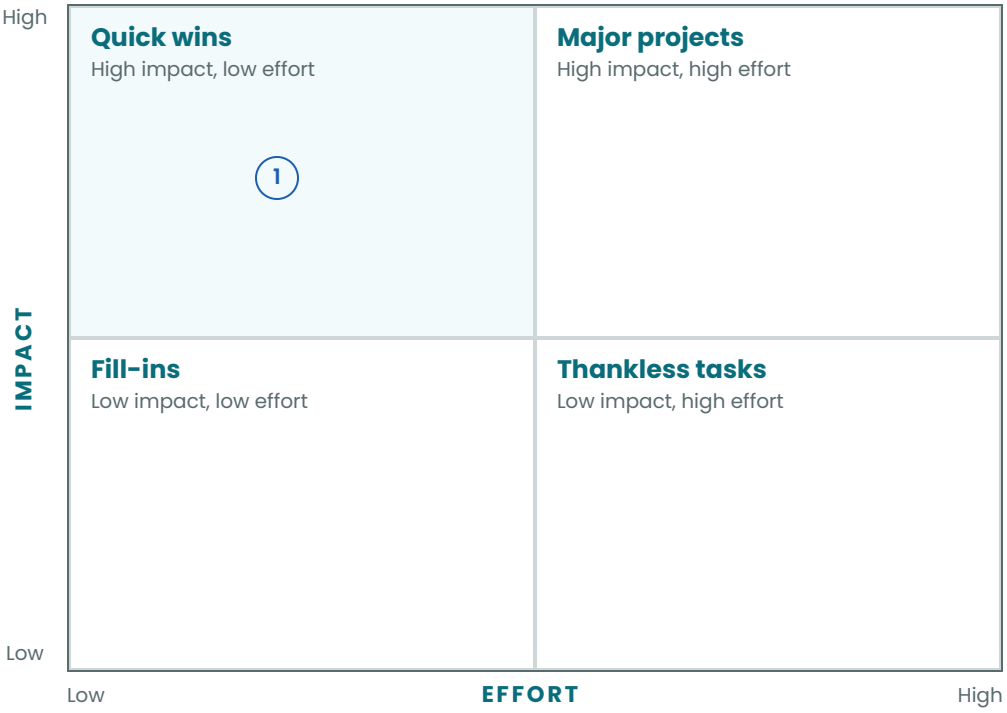
1. Agree what impact and effort mean before anything is placed.
2. Number the ideas in the list beside the grid.
3. Place each number on the grid, together in the room. Where people disagree on a place, mark it with a ring.
4. Read the four corners, then talk about the ringed ideas first.

2 Agree the Two Words First

Impact means (value to whom, by when):

Effort means (whose time, how long):

3 Place Each Idea



1. Online booking for service calls
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

Use it when

A long list from a workshop needs a first sort, in the room and in minutes.

Watch for

People read impact and effort differently, and the grid does not show how sure anyone is.

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.

The grid is a common workshop tool with no single author; its corner names vary from team to team. Version 1, November 2026. Free to use and share.

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.

FREE TEMPLATE · IDEA SCORING METHODS

RICE Scoring Template

Reach × impact × confidence ÷ effort. Reach counts the people a change affects in a period; effort is in person-months.

Reach | Impact | Confidence | Effort

1 How It Works

1. Choose one period for reach, such as a quarter, and use it for every idea.
2. Estimate reach, impact, confidence and effort for each idea on the scales beside this list.
3. Score = reach × impact × confidence ÷ effort.
4. Sort by score. Where confidence is 50%, find out more before the idea moves up.

2 The Scales

Reach	People or events in one period, such as customers a quarter. Ours: _____
Impact	3 massive · 2 high · 1 medium · 0.5 low · 0.25 minimal
Confidence	100% high · 80% medium · 50% low
Effort	Person-months: one person's work for a month. Use 0.5 for well under a month.

3 Score Each Idea

	Idea	Reach a period	Impact 0.25 to 3	Confidence 50 to 100%	Effort person-months	RICE score R × I × C ÷ E	Rank
	EXAMPLE Online booking for service calls	450	2	80%	3	240	
1							
2							
3							
4							
5							
6							
7							
8							

Example: 450 customers a quarter × 2 × 0.8 ÷ 3 person-months = 240.

Use it when

Changes to a product or service, where the people each change reaches can be counted.

Watch for

It needs real reach numbers, and it favours small changes for many people over new ideas with no users yet.

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.

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

Source: Sean McBride, RICE: Simple Prioritization for Product Managers, Intercom, 5 January 2018. Version 1, November 2026. Free to use and share.

FREE CANVAS · UNBOUNDED THINKING INNOVATION JOURNEY

One-Page Roadmap

The questions one idea has to answer, stage by stage, before anyone scores it. One idea per sheet.

BASIC VERSION
The full program goes further

Idea title
What is the title of your idea to use as a quick reference?

Idea description
What is the expanded description of your idea?

1 Qualify Are we ready to take this on?

Business case

1. **Problem scope.** What is the visible "pain" we are seeing, and who is feeling it most?
2. **Status quo.** Why is this the status quo?
3. **Unique value.** What is the "Unbounded" version of this idea? What is the one thing it does that makes the status quo look obsolete?
4. **Value calculator.** On a scale of 1 to 5, how much "untapped potential" does this area have, and do we have the hunger to change it? Provide a "north star" metric.

Readiness assessment

1. **Primary impact.** What is the impact to the organization (employees, costs, customers)?
2. **Capability and simplicity.** What do we need to start (people, skills, tools)?
3. **Evidence and risk.** How will we know if it works (risks, metrics)?
4. **Organizational reality.** Is the organization ready (capacity, urgency)?

2 Clarify What is the problem?

1. **People.** Who are the "Champions" we need to lead this, and who are the "Resistors" we need to empathize with?
2. **Existing norms.** What "Status Quo" biases or cultural habits are keeping the current problem alive?
3. **Systemic connections.** What other departments will feel a "ripple effect" if we change this process?
4. **The reframing.** Based on these insights, reframe your idea into a "How Might We…" question.

3 Ideate What is the right idea?

1. **Ideation goal.** What is your goal for ideation (idea count, idea types)?
2. **Ideation.** What ideas exist to solve the problem? What is a "Core" (safe) fix vs. a "Breakthrough" (disruptive) revolution? Refer to the Unbounded Cards.
3. **Selected solution.** Which solution balances "High Impact" with "Unbounded Thinking"?

4 Explore How do we test and implement it?

Test

1. **Hypothesis.** What is your XYZ hypothesis (at least [X]% of [Y] will [Z])?
2. **Validate and measure.** How will you validate and measure your hypothesis?

Implement

1. **Stakeholder map.** Who are our "Influencers" who can help this pilot succeed?
2. **Communication strategy.** How will you communicate the new solution?
3. **Align.** How will you align the new solution with existing systems?
4. **Sustain.** What are we officially retiring, or saying goodbye to?

The XYZ hypothesis is from Alberto Savoia, The Right It, HarperOne, 2019. Version 1, November 2026. Free to use and share.

This is the basic version. In the full Unbounded Thinking program, each stage has its own worksheets and a decision at the end, and KWOKKA by UBT™ takes every idea through all four: **unboundedthinking.com/idea-management-software-for-execution**