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**