



DO
the
NEW

Proclamation of Commitment to

Do The NewSM

Recognizing that our people are our greatest resource for good ideas,
and
Recognizing that innovation is essential to our firm's continued health and growth,
We hereby commit to **Do The New**.



And An Invitation...

In grateful recognition of your interest in and understanding of the firm, you,

_____,
are invited to submit an idea or insight for our improvement.

If your idea is selected for implementation you will be rewarded.
Even if your idea or insight is not considered helpful at the present time,
you will receive official recognition and thanks for submitting it.
Your idea will be held in our lifetime idea deposit and reviewed from time to time
for possible implementation. Your insight will be reviewed by the Do The New Committee
for its usefulness. If two or more people submit the same or a very similar idea,
the first to submit it will receive the reward or recognition.
We will hold a Do The New Celebration to announce the contest winner(s) and
to thank and reward all who participate.

With your help, we will lead the field and invent a more stable future for all of us.

Please submit your idea or insight by _____. Your DTN ID # is _____.

Do The New Program Chairman / Date

Do The New Idea Submission Form

Idea title _____ Submitted by _____

DTN I.D. # _____ Type of Innovation _____ Size of Innovation _____ Department _____ Phone _____

Type of innovation

- A** New service/product or service package
- B** Strategic alliance
- C** Process improvement [to increase productivity; save money; eliminate, reduce or change a task, such as for work flow procedure, for customer service management of company or of employees; improve security or confidentiality.]
- D** New business model [a change in internal organization; outsourcing an operation currently handled in-house]
- E** New marketing tactic [idea affecting a specific service/product and its design, fee/price, delivery, or promotion; or idea for developing a new

market niche, or for increasing billings/sales]

- F** New committee to address a new task or project
- G** To raise morale, team spirit, or skill level
- H** To improve or raise the company's image [idea for advertising, public relations or community relations]
- I** Proposed new law that would favorably affect what we offer
- J** Other

Size of innovation

- A** Breakthrough (Example: invention of the copier)
- B** In between A & C
- C** Incremental (Example: adding collating capability to the copier machine)

My idea is _____

Describe the present situation that would be changed and improved by your idea. _____

How is the problem or need currently addressed? _____

How would your idea solve or address the situation described above? _____

NOTE: The first full line of each "answer" area in this form is set up as a multi-line text box. The additional visible lines are to allow someone who is printing the online page to write in an answer by hand.

Idea Submission Form, page 2

What costs would be saved? _____

What would it cost to implement the idea, such as for production, marketing, training, new equipment? Please name the sources of your cost information. _____

What would be involved in implementing your idea? For example, what new skills would be required and for how many people? _____

Does your idea fit with our current business objectives and marketing strategy? If not, why? _____

What obstacles would need to be overcome? What negative factors or risks should be considered? _____

What would be the benefits of implementing your idea? What would the long-term positive effects be? _____

I understand that this idea belongs to my employer.

Intrapreneur Name / Date

PLEASE DO NOT FILL OUT THIS FORM. WE HAVE INCLUDED IT SO YOU CAN REVIEW THE CRITERIA FOR JUDGING YOUR IDEA.

Do The New Idea Evaluation Form

Idea title _____ DTN I.D. # _____

Please rate the idea by selecting the appropriate number in the space allotted. These are ideas for how to grade ideas. Use your common sense if they do not apply to your situation. A knowledgeable person with an objective opinion who does not work for your company may offer helpful insights.

For the following considerations, 4 is a HIGH score and 1 is a LOW score.

Example: Will this idea help us retain good employees? Yes- 4 points, Not very much- 1 point

+++POSITIVE'S+++	4- Yes	3	2- Somewhat	1	0- No
1. Good for customers					
2. Thrills employees					
3. Builds on a strength of our company.....					
4. Takes advantage of the internet in a way we have not yet done.....					
5. Recognizes a marketplace disruption (Something new IS happening!)					
6. Potential for record-breaking earnings.....					
	SUBTOTAL				
	TOTAL SCORE				

For the following considerations, 4 is a BAD score and 1 is a GOOD score (the reverse of the above).

Example: Will it cost a lot to implement this idea? Yes- 0 points, Not very much- 3 or 4 points

--NEGATIVE'S--	0- Yes	1	2- Somewhat	3	4- No
1. Adds to middle management					
2. Seems to lag behind the trend(s)					
3. Ignores the competition					
4. Uses a technology that is fading away.....					
5. High cost					
6. Difficult to implement					
	SUBTOTAL				
	TOTAL SCORE				

A high score for POSITIVE'S may indicate the idea could work despite its NEGATIVE'S. An idea with a low SUBTOTAL (lots of YES answers) for NEGATIVE'S should be scrutinized intensively before acceptance. 48 is a perfect score.

Name of Do The New Committee Member / Date