

# Employee Ideas Campaign Success

## *The Ultimate Checklist*

1. Define the campaign purpose and set a clear goal
2. Define your target audience
3. Decide on the theme for your ideas campaign
4. Construct a strong campaign question
5. Choose the duration of your ideas campaign
6. Map out your key stakeholders
7. Plan out your communication
8. Consider reward or recognition
9. Maintain momentum throughout
10. Close the feedback loop and celebrate success!

