

# Sharing Better Ideas Knowing What to Take Home

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Better Ideas for Solving Real World Problems  
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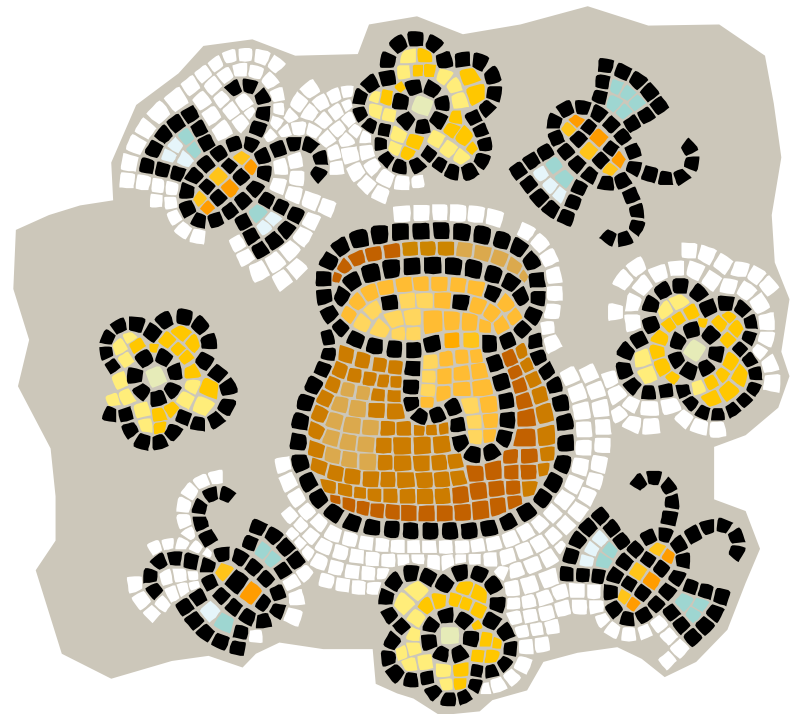
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*Sarah W Fraser & Associates Ltd*

# Transforming “pollen” into “honey”

- Creating communities through contact
- Searching for what matches your requirements
- Dialogue, questioning and interaction – with a focus



*... an evidence base...*

# Different levels of business practice

(from Chevron, 1998)

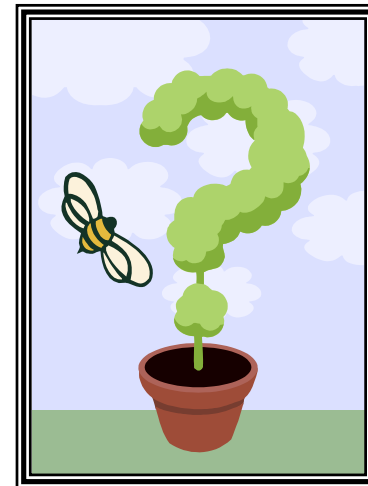
Good Idea	Good Practice	Local Best Practice	Industry Best Practice
Intuitively makes sense but unproven and unsubstantiated	Something that has improved results for the organisation and is unsubstantiated	Proven results, based on thorough analysis, deemed optimum for the organisation	Practice agreed as the best possible, based on detailed benchmarking and analyses
Requires further analysis	Lacks comparative data	May not suit all departments	



# Factors to describe 'good practice'

- Relative advantage
- Compatibility
- Complexity
- Communicability
- Trialability
- Visibility
- Reversibility
- Uncertainty

## Leaflet



*Adapted from Rogers, 1995 and Zaltman & Duncan, 1977*



# Go Gather!

