

TOOL 1: THE QUESTIONS

Ask yourself some questions about each idea you're trying to choose between, add up the associated points, and compare both the point totals and your emotional reaction.

THE IDEA: _____

QUESTION	YES	NO	MY POINTS
Does this idea thrill me in a deep, inexplicable manner?	plus 3	0	
Will pursuing this idea be fun?	plus 1	minus 1	
Will I still want to pursue this after the initial fun wears off?	plus 2	minus 2	
Will pursuing this idea be easy?	plus 1	0	
Is there a guaranteed payoff of some kind? (Financial, new skills, new people)	plus 1	minus 1	
Is there a potential of a very high payoff? (Financial, new skills, new opportunities)	plus 2	0	
Is there a high cost of failure?	0	minus 3	
Is the time investment short?	plus 2	Subtract a suitable amount of points for the payoff versus time investment	
Will I have to give up a lot to do this? (Use your judgement of where the sacrifices lie along the spectrum.)	minus 3	plus 1	
Is this idea very similar to a project I'm currently working on?	minus 1	0	
What level of friction is there?	None: plus 2	Minor difficulties: minus 1	
		Major institutional opposition: minus 3	
Is there a good reason to do or not do this, that hasn't been mentioned yet?	plus 1 per reason to do	minus 1 per reason not to do	

GRAND TOTAL:

TOOL 2: THE FLOW CHART

Pick an idea, start at the diamond, and see where you end up:

