Six Thinking Hats

Prepared By: Lisa Smith

Report Date: December 21, 2020

Administrators: Lisa Smith <l.smith@email.com>, Matt Blakely <matt@email.com>

Reporting powered by Stormboard

Table of Contents

Six Thinking Hats

Reporting powered by **Stormboard**

Ideas By Section

1: Information (White)

Considering purely what information is available, what are the facts?

- We have 3 current products
- We want to add 2 more products
- Sales period for our top product is one week
- It takes 3 weeks to get a new sales rep up to speed
- We have 15 sales reps
- It will take 6 weeks to get the new products ready for launch
- The current sales period for 2 of our products is one month
- How many employees do we need if we add two more products?

2: Emotions (Red)

Intuitive or instinctive gut reactions or statements of emotional feeling (but not any justification).

- I worry we won't be able to hire enough new staff in time for product launch
- I think the launch timeline is too ambitious
- I'm concerned our new products won't be competitive
- I feel positive about the timelines
- I'm excited to be able to sell something new

3: Discernment (Black)

Logic applied to identifying reasons to be cautious and conservative

- Are we being too ambitious?
- COVID means that people are being more careful with their spending
- Will the election impede our plans?
- Is there a market for both of these products right now?
- The local market is saturated so we will be relying on remote sales

4: Optimistic response (Yellow)

Logic applied to identifying benefits, seeking harmony.

- This is very doable in the proposed time
- We have a formula to follow from previous launches — this will work!
- We have multiple resumes from great candidates already
- The marketing team has already drafted some UX plans

5: Creativity (Green)

Statements of provocation and investigation, seeing where a thought goes.

- Would it be better to launch just one product, instead of two?
- We could move the sales process to a more automized process as a way to save money on new employees.
- One of our current products is not performing well. We could consider replacing it.
- Can we hire fewer people to save money?
- Could we push the launch date of the second product to Q3?

Six Thinking Hats

6: Overview (Blue)

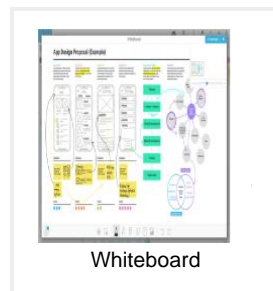**What are the summaries, conclusions and discussions?**

- Why are we launching these new products?
- Are they in line with what we are trying to do with the company?
- What are our goals?
- Do we really need them to grow?
- Key insights.docx

Ideas By Creation Date

October 28, 2020

- We have 3 current products
- The current sales period for 2 of our products is one month
- Sales period for our top product is one week
- We have 15 sales reps
- How many employees do we need if we add two more products?
- We want to add 2 more products
- It takes 3 weeks to get a new sales rep up to speed
- It will take 6 weeks to get the new products ready for launch
- I worry we won't be able to hire enough new staff in time for product launch
- I think the launch timeline is too ambitious
- I'm concerned our new products won't be competitive
- I'm excited to be able to sell something new
- I feel positive about the timelines
- Are we being too ambitious?
- Is there a market for both of these products right now?
- COVID means that people are being more careful with their spending
- Will the election impede our plans?
- The local market is saturated so we will be relying on remote sales
- This is very doable in the proposed time
- We have multiple resumes from great candidates already
- The marketing team has already drafted some UX plans
- We have a formula to follow from previous launches — this will work!
- Would it be better to launch just one product, instead of two?
- Can we hire fewer people to save money?
- One of our current products is not performing well. We could consider replacing it.
- Could we push the launch date of the second product to Q3?
- We could move the sales process to a more automized process as a way to save money on new employees.
- Why are we launching these new products?
- Do we really need them to grow?
- Are they in line with what we are trying to do with the company?
- Key insights.docx
- What are our goals?

Image

Whiteboard

Six Thinking Hats

Ideas By Creator

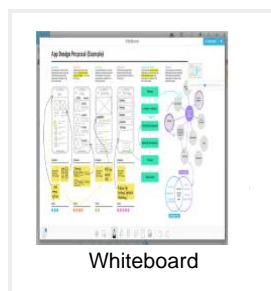### Lisa Smith

- We have 3 current products
- The current sales period for 2 of our products is one month
- Sales period for our top product is one week
- We have 15 sales reps
- How many employees do we need if we add two more products?
- We want to add 2 more products
- It takes 3 weeks to get a new sales rep up to speed
- It will take 6 weeks to get the new products ready for launch
- I worry we won't be able to hire enough new staff in time for product launch
- I think the launch timeline is too ambitious
- I'm concerned our new products won't be competitive
- I'm excited to be able to sell something new
- I feel positive about the timelines
- Are we being too ambitious?
- Is there a market for both of these products right now?
- COVID means that people are being more careful with their spending
- Will the election impede our plans?
- The local market is saturated so we will be relying on remote sales
- This is very doable in the proposed time

Matt Blakely

- We have multiple resumes from great candidates already
- The marketing team has already drafted some UX plans
- We have a formula to follow from previous launches — this will work!
- Would it be better to launch just one product, instead of two?
- Can we hire fewer people to save money?
- One of our current products is not performing well. We could consider replacing it.
- Could we push the launch date of the second product to Q3?
- We could move the sales process to a more automized process as a way to save money on new employees.
- Why are we launching these new products?
- Do we really need them to grow?
- Are they in line with what we are trying to do with the company?
- Key insights.docx
- What are our goals?

Image

Whiteboard

Six Thinking Hats

Reporting powered by Stormboard

Ideas By Legend

Yellow

- This is very doable in the proposed time
- We have multiple resumes from great candidates already
- The marketing team has already drafted some UX plans
- We have a formula to follow from previous launches — this will work!

Whiteboard

Purple

- We have 3 current products
- The current sales period for 2 of our products is one month
- Sales period for our top product is one week
- We have 15 sales reps
- How many employees do we need if we add two more products?
- We want to add 2 more products
- It takes 3 weeks to get a new sales rep up to speed
- It will take 6 weeks to get the new products ready for launch

Pink

- I worry we won't be able to hire enough new staff in time for product launch
- I think the launch timeline is too ambitious
- I'm concerned our new products won't be competitive
- I'm excited to be able to sell something new
- I feel positive about the timelines

Image

Grey

- Are we being too ambitious?

Six Thinking Hats

Reporting powered by Stormboard

- Is there a market for both of these products right now?
- COVID means that people are being more careful with their spending
- Will the election impede our plans?
- The local market is saturated so we will be relying on remote sales

Green

- Would it be better to launch just one product, instead of two?
- Can we hire fewer people to save money?
- One of our current products is not performing well. We could consider replacing it.
- Could we push the launch date of the second product to Q3?
- We could move the sales process to a more automized process as a way to save money on new employees.

Blue

- Why are we launching these new products?
- Do we really need them to grow?
- Are they in line with what we are trying to do with the company?
- Key insights.docx
- What are our goals?

Six Thinking Hats

Reporting powered by **Stormboard**