

Broadridge India Collaboration & Ideation



Broadridge[®]

The 6 Tenets of Ideation



3 Stage Ideation Process

Post an Idea



The 1st step in the idea's journey. An associate posts an idea with a brief description about the concept, the opportunity / challenges and why the idea will add value to Broadridge.

Collaborate and Review



The idea posted in Stage 1 is open for all associates to comment on and discuss onto a checkpoint where the idea undergoes formal review and is assessed for viability. The review process is customizable (e.g. multiple levels of review are configurable if desired) and during this stage, the idea if considered pursuable, is translated in to a formal proposal.

Approval



The final stage of the idea is a formal review of the proposal by the appropriate leadership groups to have a formal assessment of the idea and take a go/no-go decision for translating the proposal in to a funded initiative.