

Pluses, Potential, Concerns, Overcoming Concerns (PPCO)

PPCO is a four-step technique for evaluating and improving an idea. Rooted in affirmative judgment, PPCO lets you express both positive and negative responses to an idea or to provide feedback on something that has occurred, all without crushing its potential OR originator!



Pluses

Find value in the idea as presented, express what you like about it.

Potentials

What opportunities might be possible if the idea worked? (It might...)

Concerns

Present issues as creative questions to invite new thinking. (H2, HM, IWW, WMBAT)

Overcoming Concerns

Brainstorm ways to overcome the creative questions.

1. Pluses: The idea as presented. What is good and positive about the idea? What do you like about it?

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2. Potentials: What opportunities might be possible if the idea worked? (It might...)

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|-------------|-------------|
| It might... | It might... |
| It might... | It might... |
| It might... | It might... |
| It might... | It might... |
| It might... | It might... |
| It might... | It might... |

3. Concerns: Present concerns as creative questions to invite new thinking. (H2, HM, IWW, WMBAT)

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4. Overcoming Concerns: Pick your top creative question and Brainstorm ways to overcome it.

Concern #1: State the most pressing creative question that must be overcome. Brainstorm for ideas to overcome. Highlight or mark your top choices.

Concern #1:

Ways to overcome Concern #1:

Restate your concern #1: *In order to overcome Concern 1, I/we will...* then state your highlighted choices from above to overcome.

Concern #2: State the next most pressing creative question that must be overcome. Brainstorm for ideas to overcome. Highlight or mark your top choices.

Concern #2:

Ways to overcome Concern #2:

Restate your Concern #2: *In order to overcome Concern 2, I/we will...* then state your highlighted choices from above to overcome.

Continue this process for the other identified concerns.

Once completed, you can assess the reasonableness of the idea and value of the feedback.