

03 / FIELD TOOL

THE GREAT WORK TEST

A scorecard for choosing stronger ideas without pretending judgment is math.

CRITERION	QUESTION	1	2	3	4	5
ON STRATEGY	Does it solve the problem in the brief?					
ONE CLEAR IDEA	Can you explain the concept in one sentence?					
UNEXPECTED	Does the audience get something they did not already know was coming?					
HUMAN	Does it connect to something somebody actually wants, fears, notices, laughs at, remembers, or cares about?					
OWNABLE	Cover the logo. Could a competitor run the same idea tomorrow?					
HAS LEGS	Can it survive across executions, channels, and moments?					
CRAFT SERVES THE IDEA	Is the execution sharpening the concept rather than hiding a thin one?					
WOULD I STOP FOR IT?	In a distracted real-world moment, does it earn attention?					

Do not let the score make the decision. Use it to expose disagreement. If one idea scores lower but everyone is still leaning toward it, ask why. There may be a quality the grid is not capturing yet.

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Use the questions to make the conversation more specific.

Which direction are we protecting?

Name the strongest thing about it before you start fixing anything.

What is keeping it from being great?

Focus on the one or two issues that matter most.

What would make it more ownable?

Push toward a truth only this brand, product, or organization can claim.

What would make it more human?

Find the want, fear, tension, joy, memory, or truth underneath the cleverness.

What should we make next?

End with a clear next move, not a cloud of comments.