



## *Bright Idea*

Use this form to communicate ideas, suggestions, complaints, grievances and proposed solutions to problems.

Date submitted: \_\_\_\_\_

Submitted TO \_\_\_\_\_ Position \_\_\_\_\_

Submitted BY \_\_\_\_\_ Position \_\_\_\_\_

Client Company \_\_\_\_\_ Priority 1 2 3 4 5 6 7 8 9 10

**Situation** Describe the problem, including extenuating circumstances.

---

---

---

---

**Desired Condition** Describe how the end result should appear / be like / look like.

---

---

---

---

**Benefit** Explain why this is important — cost savings, profit expectations, effort reduction, etc.

---

---

---

---