



3 KEY DOS & DON'TS TO HAVE BREAK-THROUGH IDEAS...

...1 KEY DO & DON'T TO GET PEOPLE TO FINALLY LISTEN TO YOU

EVERYDAY INNOVATOR TRIBE
WWW.GOTOLAUNCHSTREET.COM

DON'T

LOOK TO SOMEONE ELSE:
constantly thinking you don't have ideas only becomes a sabotaging self-fulfilling prophecy. Abdicating innovation to someone else only minimizes your own value. You have more in you than you think, you just have to unlock it.

ASK IF:
asking "if something will work" or "if it's worth pursuing" puts your brain into yes or no mode and it will always choose NO. You'll never find the opportunities with those two options. Asking IF, only closes innovation down.

THINK IT:
overthinking leads to trying to perfect something. And, perfecting something on paper is a never ending cycle. You end up paralyzed and stagnant. To innovate, you've got to bridge the great chasm between what's in your head and reality.

COMMUNICATE PERFECTION:
When you present a "fully thought out idea" you force people into two options - loving or hating it. And let's face it, mostly people hate it. Perfect doesn't allow for others to be included in your idea and to get buy-in people to feel included.

DO

LOOK FOR IDEAS WITHIN YOURSELF:
give yourself the permission and tools to innovate and you'll be amazed at what you are capable of. To start, just ask yourself "how would I think differently about what's right in front of me to create a different outcome?" This simple question will open up tracks of innovation you didn't even know existed.

ASK HOW:
"how does this apply to my world?" or "how can I make this work?" Asking how will help you find the gems of opportunity in everything you do. It forces your brain to seek the opportunities for success. Asking HOW opens up innovation.

TEST IT:
Draw your idea, build a duct tape prototype - whatever it takes to get your idea out of your head and into the world. When you test it, you can move it forward. You can get feedback, see how it works/doesn't work, where to innovate and so much more.

COMMUNICATE PROGRESS:
presenting your ideas as a "work in progress" allows people the room to contribute and strengthen your idea. People that feel valued are more likely to say yes to your break-through ideas.