

For Your Success

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Ideating To Success



One of the best ways to make money is by coming up with new ideas. It doesn't matter if you're an individual or a company, most experts generally agree that the one who comes up with the most innovative notion, be it product, system or theory, is usually the most likely to succeed. The first success tip for this month: if you want to create new success, you must usually first create new ideas.

Of course, new ideas alone aren't enough. You need the tenacity to see your idea through. A quote by Calvin Coolidge makes this point well: "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

Just coming up with great ideas isn't quite enough to succeed. This brings to mind a quote by Howard Aiken, one time Harvard professor and designer of one of the first computers. Aiken said, "Don't worry about people stealing your ideas. If your ideas are any good, you'll have to ram them down people's throats."

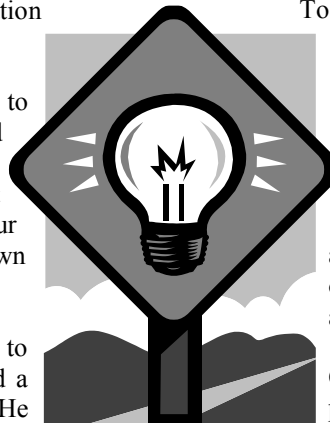
Aiken learned this first hand when he first tried to get the Physics Department to allow him to build a computer. They didn't see the need for it. He persisted and they finally gave him the go ahead. Aiken is proof of our second success tip: You must be determined to bring your idea to fruition. (Interestingly, Aiken later said that the computer was "only a lazy man's idea" to avoid doing math.)

Tips to "Ideating To Success"

1. *If you want to create new success, you must usually first create new ideas*
2. *You must be determined to bring your idea to fruition..*
3. *Make the discovery of new ideas a goal for yourself.*
4. *Focus on an area in which you have a personal interest and knowledge.*
5. *Look for new ways of doing what is already being done.*
6. *Catch ideas when they occur.*

Everyone has the ability to come up with great ideas. You have great, profitable ideas in your head. Trust me. It's practically human nature to come up with better ways to do things. You may wonder how. Having invested a lot of time researching and thinking about this question, let me tell you: I don't know. (See how easy that was?) Actually, no one really does.

I do know that the process involves your subconscious mind. According to Maxwell Maltz in the classic book "Psycho Cybernetics", the subconscious mind is a part of your mind that operates like a computer: it takes commands from the conscious mind and performs them. It cannot set goals but it can do what's necessary to achieve the goals you consciously set. Success tip number three is: Let your subconscious know you are looking for great ideas. Make the discovery of these ideas a goal for yourself.



To improve your odds of finding an idea of value, you should narrow your focus and pick a field with which you are familiar. This field may include your career, a personal hobby or any outside endeavor at which you spend a lot of time. The more interested you are in the area of endeavor, the more likely you are to find a better product or better method that can be used in your area of interest. Success tip number four is: Focus on an area in which you have a personal interest and knowledge.

Once you've picked your area of interest, make it a point to learn as much about that area as you can. Read books, magazines, reliable web pages and even unreliable web pages. (You'll have no trouble finding unreliable web pages.) Magazines and web pages exist for every topic you can imagine. As you gather more information, you will begin to see how things work in the area of your interest. Keep a sharp eye out for coincidences and related ideas in that field. You may find that an idea in one place relates to an idea in another in a way no one has yet discovered. Success tip number five is: Look for new ways of doing what is already being done.

Ideas are fleeting things so you must grab them when they occur. (I sometimes wonder how many ideas I have forgotten. For some reason I can't seem to keep track of the ideas I've forgotten.) Your subconscious mind doesn't help. It often springs ideas on you at the most inopportune times. I find I come up with new ideas for trainings while I'm showering or walking in the woods. This is because my conscious mind is preoccupied with showering or walking. That gives my subconscious a chance to break through the noise my conscious mind is usually creating. When the subconscious gets that chance, it can deliver new ideas to you. The final success tip is: You need to catch ideas when



Success Training Profiles: Turn Ideas Into Successful Outcomes

As discussed in the main article this month, new ideas can literally be a gold mine if you have the determination to see them through. While new ideas and determination are important to successfully, one more thing is important to successfully exploiting your ideas: planning. I've heard it said that the problem with new ideas isn't coming up with them, it's what to do with them!

I was speaking with a young lady who told me that she had a terrific idea for a book. I asked her if she had written anything yet. She told me she had. "So, when will you finish your book?" I inquired. "Oh, I'm too lazy to write a whole book. I just write stories." I wonder if she's really too lazy or is she just not organized?

I think a lot of folks get frustrated when they consider starting work on a new idea because they don't know WHERE to start. This is where plain, simple planning becomes important. Writing a book is no different than writing stories, it just involves more planning. This is also true for the idea you want to exploit.

The discussion with the young lady got me interested in developing a training program on how to generate and execute new ideas. The training is called "Turn Ideas into Successful Outcomes". The focus of this training is on organizing your idea(s) so that they will create success. It approaches idea planning using a simple model that is easy to remember and understand. Like the young girl I spoke to, I believe many people miss opportunity because they don't organize their approach.

This training begins with a discussion of how to generate ideas and then details a proven system for arranging and expanding your ideas. Longer training sessions include application of the organization principles to actual events in your life. The goal of this training is to help you to create successful project outcomes.

If you are interested learning how to focus and mine your ideas to produce successful outcomes, this is a terrific training for you! If you'd like to set up a training session or discuss this or any other training session further, you can contact me at MarkCK@mail.com or at 248-921-0173. I look forward to hearing from you!

Mark Kehoe offers motivational trainings on success, communication, public relations and leadership. Interested in having Mark train your organization? Call him at 248-921-0173 or send an email to MarkCK@Mail.com.

Quotes to Inspire

Money never starts an idea; It is the idea that starts the money. –W. J. Cameron

Creativity is not the finding of a thing, but the making something out of it after it is found. -James Russell Lowell

Perhaps imagination is only intelligence having fun. –George Scialabba

The secret to creativity is knowing how to hide your sources. -Albert Einstein

The creation of something new is not accomplished by the intellect but by the play instinct acting from inner necessity. The creative mind plays with the objects it loves. –Carl Gustav Jung

The intuitive mind will tell the thinking mind where to look next. –Dr. Jonas Salk

Discovery consists of seeing what everybody has seen and thinking what nobody has thought. –Albert Von Szent-Gyorgyi

You know you've achieved perfection in design, not when you have nothing more to add, but when you have nothing more to take away. – Antoine de Saint-Exuperey

Cultivate your garden...follow your own beat, pursue your curiosity bravely, express yourself, make your own harmony. –Will Durant

An idea is salvation by imagination. -Frank Lloyd Wright

The function of the imagination is not to make strange things settled, so much as to make settled things strange. -G.K. Chesterton

There are some things one can only achieve by a deliberate leap in the opposite direction. -Franz Kafka

Some painters transform the sun into a yellow spot; others transform a yellow spot into the sun. -Pablo Picasso

I have no special talents. I am only passionately curious. -Albert Einstein