

MAKING IDEAS HAPPEN

Overcoming the Obstacles Between Vision and Reality

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The Web site for this book is at www.MakingIdeasHappen.com.

ISBN 9871-77544-003-1

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MAIN IDEA

“Genius is 1 percent inspiration and 99 percent perspiration.”

– Thomas Edison

Whether Edison was joking or not, most creative people will agree raw ideas are easy to come by. It's the translation of those ideas into action that counts and it's here the most added value is created. You need a system which turns worthwhile ideas into realities in order to succeed.

To empower ideas to make the challenging but necessary transition from vision to reality, three sets of tools are required:

- 1 *Organization and Execution* – you need systems which will prioritize what's most important and manage your creative energy. These systems have to be highly flexible because the world is changing constantly.
- 2 *Forces of Community* – you need practical ways to let others in your personal networks take your raw ideas and help polish and refine them further.
- 3 *Leadership Capabilities* – you need the input of experienced people who can make your idea sustainable, scalable and ultimately successful.

The undeniable fact is making ideas happen is always going to be a challenge. New and creative ideas invariably upset the status quo and working against the grain is hard work. If you build worthwhile toolsets in these three areas, you at least improve your odds of getting your ideas from vision to reality. That's the best you can hope for.

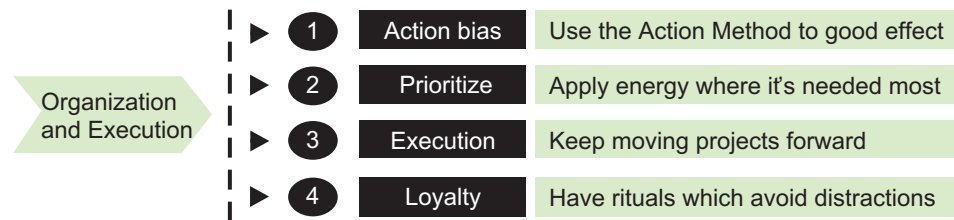
“Ideas don't happen because they are great – or by accident. The misconception that great ideas inevitably lead to success has prevailed for too long. You must transform vision into reality. Far from being a stroke of creative genius, this capacity to make ideas happen can be developed by anyone. You just need to modify your organizational habits, engage a broader community, and develop your leadership capability.”

– Scott Branson



1. Organization and Execution Pages 2 - 4

All too often creative people assume they need disarray around them to come up with original ideas. This is a misconception. To make an idea happen, you have to be structured – you need processes and procedures that work along with realistic boundaries. In other words, if you want an idea to happen, you have to be well organized.



2. Forces of Community Pages 4 - 6

Very few ideas ever see the light of day through heroic solitary efforts. It's more likely you'll need to engage others in your projects for them to happen. You do this by engaging your community to share the burden of execution. Be proactive and develop a community which makes your ideas come to life.



3. Leadership Capabilities Pages 6 - 8

Unless you can manage your ideas like a leader rather than a crazed creative type, you'll never achieve the quality and scalability required for real world success. To bring your ideas to fruition, you have to develop sound leadership practices and habits.

