

# ORIGINALS

## How Non-Conformists Move the World

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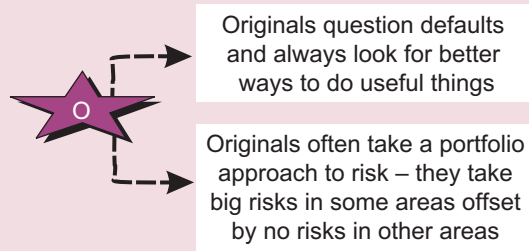
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**MAIN IDEA**

What does it take to come up with an idea which goes against the grain and then take the initiative to make that idea become a reality?



If you can pull that off, you join the ranks of the "Originals" – the creative types who generate unique ideas and then champion those ideas until they become successful. Contrary to conventional wisdom, Originals are not born with a rare creativity gene in their DNA. Instead, Originals tend to do two interesting things:



If you aspire to join the ranks of the Originals, don't obsess over your DNA. Instead, get busy doing four things:

- 1 Learn how to manage the risks involved in spotting and voicing original ideas
- 2 Learn how to scale your original ideas and make them viable
- 3 Learn how to nurture and sustain original ideas at home and at work
- 4 Learn how to manage the emotions which can inhibit originality



Originals close the gap between insight and action by learning how to:

- 1 Manage the risks
- 2 Scale up original ideas
- 3 Look for good ideas everywhere
- 4 Watch for emotional blockages

**Step #1 – Manage the risks** . . . . . Pages 2- 3

Everyone focuses on creativity – generating concepts which are novel and useful – but that's only half the story. Originals take the initiative to make their dreams become a reality. The first step in being able to do that is Originals figure out a way to manage the risks involved. Learn how to voice and then apply original ideas.

**Step #2 – Scale up your original ideas** . . . . . Pages 4 - 5

Contrary to all the cliches, Originals are rarely ever first movers. Instead, they tend to actively procrastinate while they build coalitions, put in place support structures and do things which will reduce the risk of rejection. To get traction for your original idea, recruit collaborators and find ways to blend the new with the old.

**Step #3 – Look for good ideas everywhere.** . . . . . Pages 6 - 7

Originality isn't just something you compartmentalize and use at work. It's also something you should nurture in your children and in other organizations you are part of. Encourage people to rebel whenever and wherever they see something being done badly and do things which encourage the originality in others to flourish.

**Step #4 – Watch for emotional blockages.** . . . . . Page 8

To pursue originality, you have to be on guard for the emotional blockages which may stop you. Use your passion to overcome fear and apathy and close the gap between insight and action. Originals feel all the same emotions as everyone else but what sets them apart is they take action anyway.



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