



IDEA SUCCESS  
NETWORK

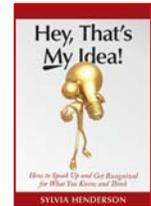
## New Revenue, New Ideas: Convert Your Concepts to Cash

### Program Description

**Program Length:** 3.0 Hours

As a leader in your organization, an entrepreneur or business owner, a professional running a practice, a service provider, consultant, or coach, having ideas – a lot of them – is your strength. Yet how many of those ideas do you implement? What happens? You sometimes toss them out, forget to write them down, get lost in “decision collision”, tell yourself “someday”, or wait too long to communicate them and find that someone else “stole them”? Imagine how much more money, how many more products, how greater an impact, or how much more freedom you will have when you implement more of your ideas!

Now you can move from imagine to implementation and convert your concepts, to cash! Sylvia Henderson, author of the book *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think*, facilitates this program and takes you through the collaborative discovery and accountability process she explains in her book, speeches, infoproducts, coaching, and other programs.



In “New Revenue, New Ideas: Convert Your Concepts to Cash”, Sylvia walks you through—and has you work on—an actual idea (or ideas) that you bring to the table. You will apply her process to your own situation throughout the workshop so that when you leave you will be in action on implementing your idea.

In this program you cover the six-stage IMPACT<sup>®</sup> process that leads you to:

- **Identify your “money idea”** on which to focus your time and energy,
- Share recommendations for ways in which to **capture and document your ideas**,
- **Organize** your thoughts and idea details to **get clarity with your implementation strategy**,
- **Locate** resources for **presentation and communications tips** that help you to **garner the support you need** for implementing your idea, and
- **Identify your “next steps”** for continuing the six-stage process to **move your idea to reality**.

You will be in action on a process that can transform your ideas from “in your head” to IMPACT<sup>®</sup> so that you **get out of your head and into** and **convert your concepts to ca\$h!**

As a program participant, you may download a copy of this Program Reference Manual from:  
<http://bit.ly/welcome-overcome>

**\*\* NOT FOR DISTRIBUTION \*\***

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3-Hour Hands-On Intensive Training:  
**“Over-Thinking & Under-Doing: I’ve Got to Finally Get Things Done!”**

April 16, 2013

10:00am—1:30pm

Norbeck Country Club – Olney MD  
Sylvia Henderson, Facilitator / Trainer  
Special guest: \_\_\_\_\_



## About Your Facilitator

**Sylvia Henderson** helps individuals and teams make an impact with their ideas, and position their ideas for profit. She is the founder of Idea Success Network and CEO of Springboard Training, LLC. Sylvia gets you out of your head and into action, helping you get clear about, develop strategies for, take action on, and be accountable to your ideas.

Using her **collaborative discovery and accountability process** she developed called IMPACT<sup>®</sup>, Sylvia coaches, speaks, facilitates workshops, leads an annual Idea Success Summit<sup>®</sup>, and conducts idea strategy sessions so you can convert your concepts to cash. She is the author of *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think* along with other books & infoproducts. Sylvia hosts a cable TV program called "Think About It!" that focuses on professional development topics and idea implementation successes on MMC-TV Channel 16 (streamed & archived at [www.MMCTV.org](http://www.MMCTV.org)). Her passion is getting people to realize and take action on their own "a-ha's!" to make a difference in their lives.



Sylvia has been recognized as the EPNET Legacy Professional Speaker for 2011; the National Speakers Association's John Jay Daly and Chapter Member of the Year awards; and is a DTM-level Toastmaster.

On a more-personal level, Sylvia occasionally tools around town on her Honda Shadow 1100 motorcycle. She rides roller coasters for fun and relaxation. She lives and is based in Olney, MD.

**Connect** with Sylvia for resources that support positioning your ideas for profit—many that you can immediately apply to your business and/or life. Learn about programs and get 24:7 access to trusted resources that lessen the risk of your implementation efforts as well as continual learning opportunities. Bring Sylvia – and the Idea Success Network – to your organization to work with you and your staff.



- Visit: [www.IdeaSuccessNetwork.com](http://www.IdeaSuccessNetwork.com).
- E-mail: [Sylvia@SpringboardTraining.com](mailto:Sylvia@SpringboardTraining.com).
- Connect to Sylvia's blog: [www.IdeaConversations.com](http://www.IdeaConversations.com).
- Get 24:7 access to Sylvia's resources and programs and join her Idea Success Community at [www.IdeaSuccessCommunity.com](http://www.IdeaSuccessCommunity.com) (June 2013)

"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."

~ John Steinbeck, Pulitzer Prize-Winning Author "Grapes of Wrath" and "Of Mice and Men"  
(1902–1968)



### Agenda

- 💡 Opening / logistics
- 💡 Introduction / overview – Ideas-to-IMPACT<sup>®</sup>
- 💡 Why?
- 💡 IMPACT<sup>®</sup>
- 💡 I } Practice
- 💡 M } Practice
- 💡 P } Discovery
- 💡 A } Discovery
- 💡 C } Discovery
- 💡 T } Discovery
- 💡 Summary / close
- 💡 Evaluation / record testimonials

“An idea gets us interested, but a dream gets us excited.”  
~ David DeNotaris,  
Motivational Speaker  
(His tagline: “No sight—great vision”)

### Connections


### Importance | Benefits... Why?



WIIFM?

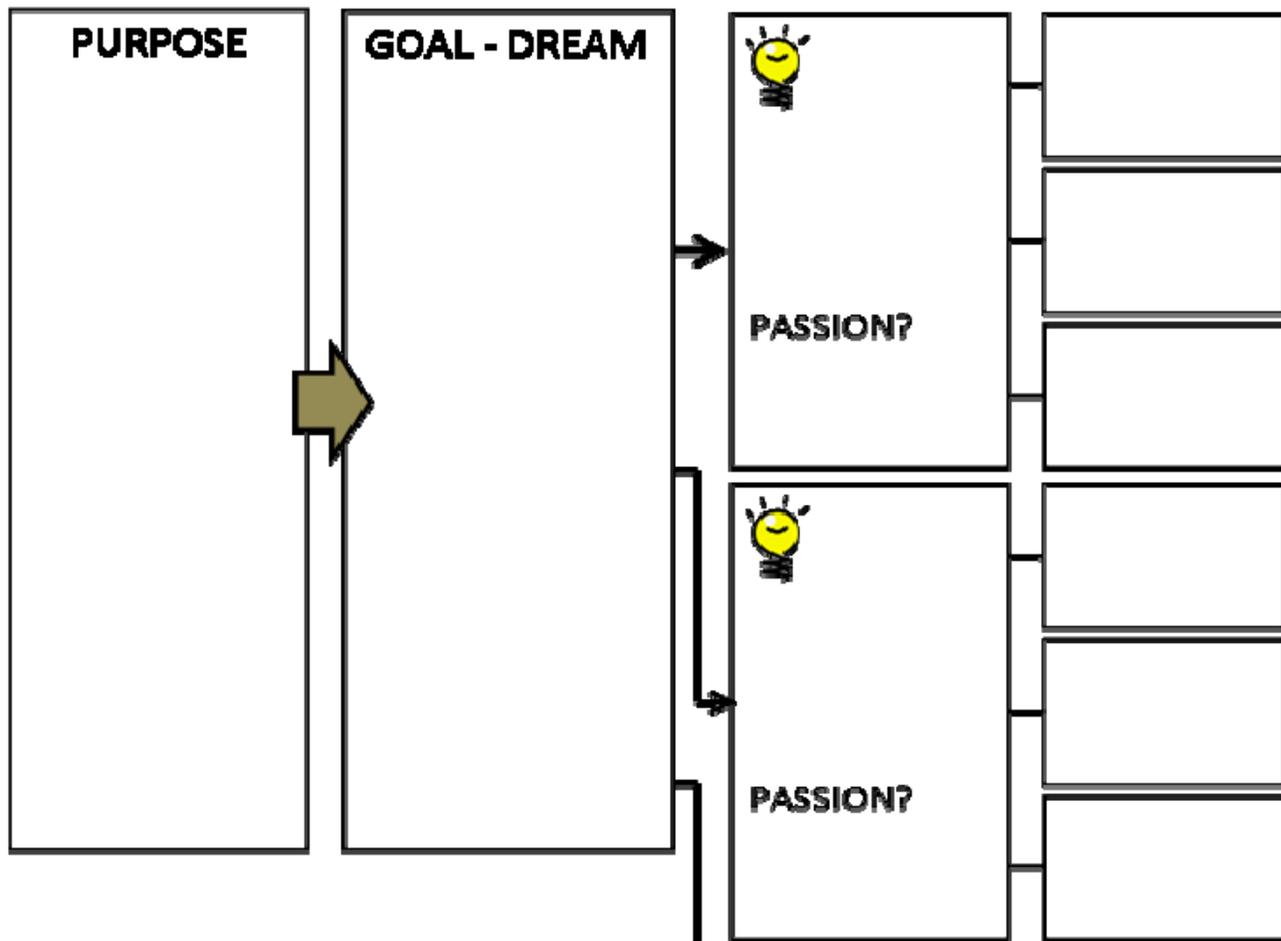


### My “Money Idea” – Simplified Decision Tool

Positives +	Negatives -	Considerations / Research

“A half-baked idea is okay as long as it's in the oven.”  
~ Author Unknown

### My “Money idea” – Heart to Head





My “Money idea” – SWOT Analysis

<b>Situation</b> - or - <b>Idea</b>	<b>Strengths</b>	<b>Weaknesses</b>
	<b>Opportunities</b>	<b>Threats</b>

**Decision:**

**Additional Notes:**





From “In My Head”, to Implementation.



IMPACT<sup>®</sup>

- I** **Initiate your idea.** *Capture details.*
  - Choose the idea with import.
  - Apply critical and creative thinking to develop it.
- M** **Mold your message.** *Clarify. Structure. Organize.*
  - Take inventory of reasons, data, and facts.
  - Edit them down to their essence.
  - Organize the elements for persuasion.
  - Clear it up, write it down.
- P** **Plot your strategy.** *Audience – need | want.*
  - Use sales strategies to “sell it” (even if it is not for sale).
  - Pace yourself: before, during, and after.
- A** **Attention...command it.** *Presentation competencies.*
  - Assimilate the norms for your organization.
  - Interrupt when warranted.
  - Redirect if necessary.
- C** **Communicate for action.** *Communication competencies.*
  - Listen purposefully.
  - Employ select verbal and nonverbal techniques.
  - Integrate effective presentation skills.
- T** **Terminate assertively.** *What do you want them to do?*
  - Schedule the next move; make your call for action.
  - Make the tone commensurate to the request.
  - Be gracious and grateful.

Notes

“An idea not coupled with action will never get any bigger than the brain cell it occupied.”  
 ~ Arnold H. Glasgow,  
 American Humorist  
 (1905-1998)

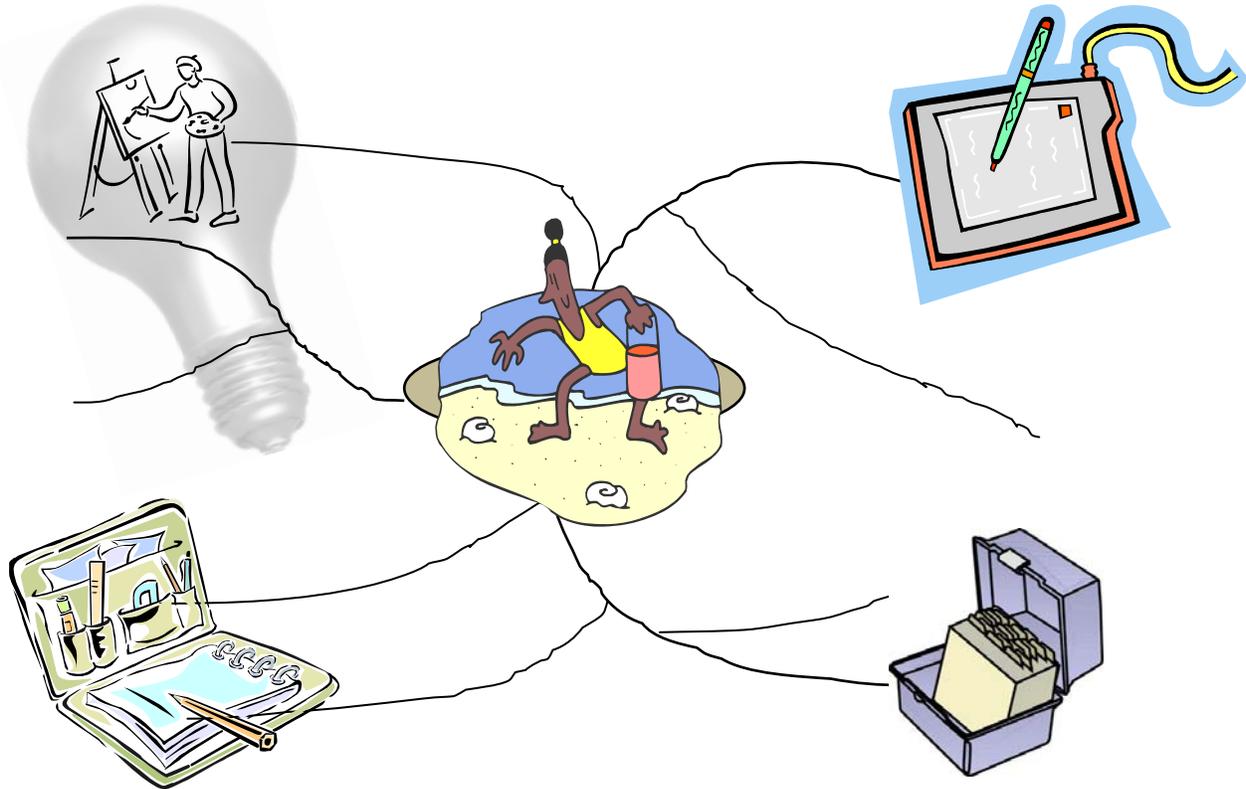
Download reference card from <http://bit.ly/grJW1T>





## I\_Initiate

Capture your idea details.



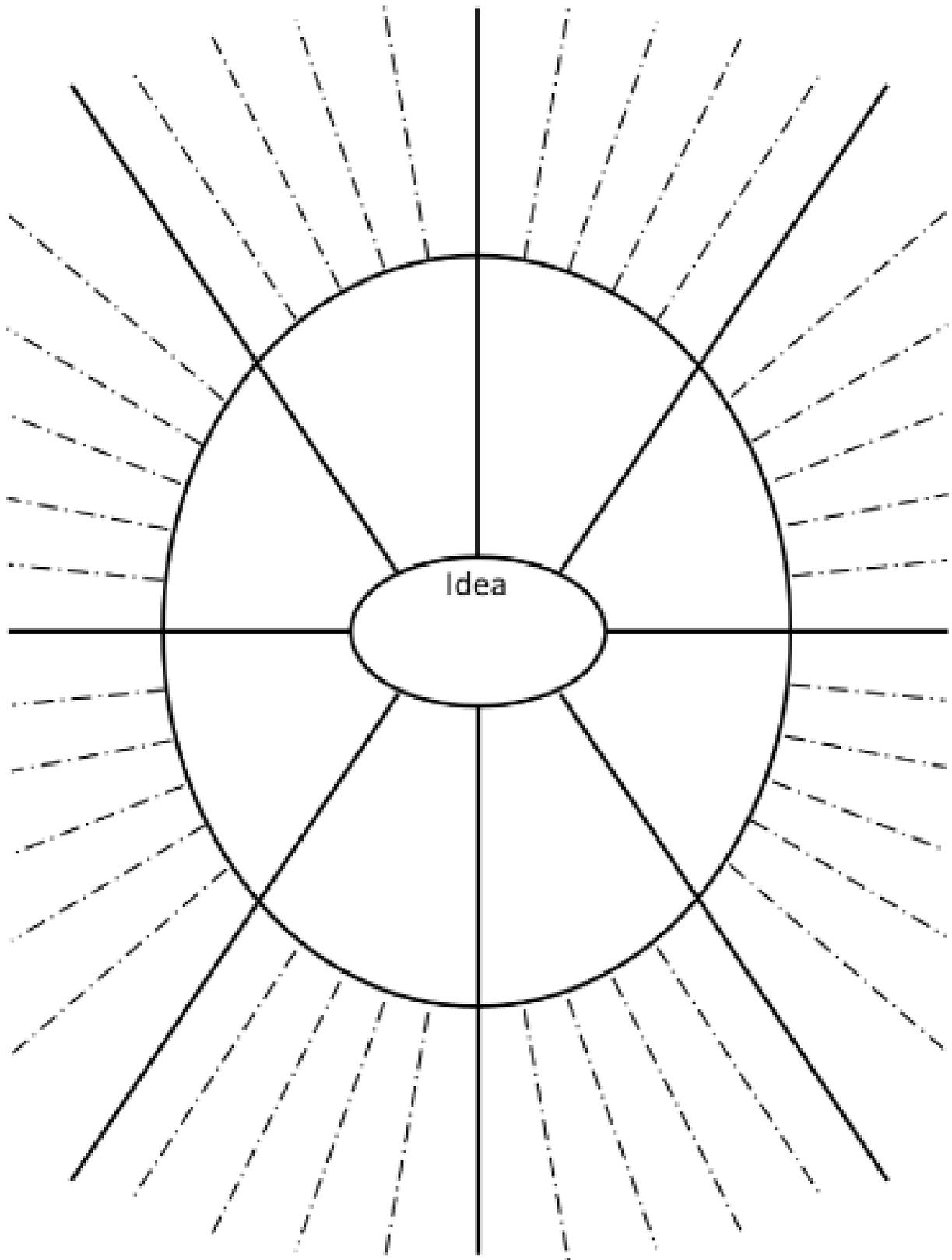
### Capture & Recording Resources

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“Great minds discuss ideas, average minds discuss events, small minds discuss people.”  
~ Eleanor Roosevelt, First Lady of the USA 1933-1945 (1884-1962)



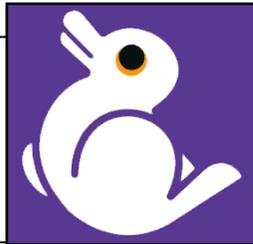
### Capture Idea Details – Idea Starburst





**Questions: Getting at the Details**

What is it that bothers you about the situation you would like to change? Improve?		What resources for this idea do you already have?	
What are the costs/sacrifices involved in making your idea happen?		What is it that you want to eliminate or avoid in similar situations in the future?	
What is the timeframe for results?	Describe the situation sparking your thoughts.	What is it that you like about the situation that you'd like to expand on or repeat?	
What are the costs of keeping your idea to yourself? Of allowing things to continue as they are?		What resources will you need to gather?	



Additional considerations / questions to guide capturing details of your idea:  
*Hey, That's MY Idea!*, pages 36 and 37.

- Causes and effects
- Political and/or social implications
- Conditions that will determine positive and/or negative results
- Expected (and unexpected) reactions
- Allies and advocates for your idea (who they are; their strengths & vulnerabilities; what motivates them)
- Real or perceived dangers or risks to implementing your idea

For whom? By whom? To whom? With whom? Because of whom?

**Idea Evaluation Checklist**

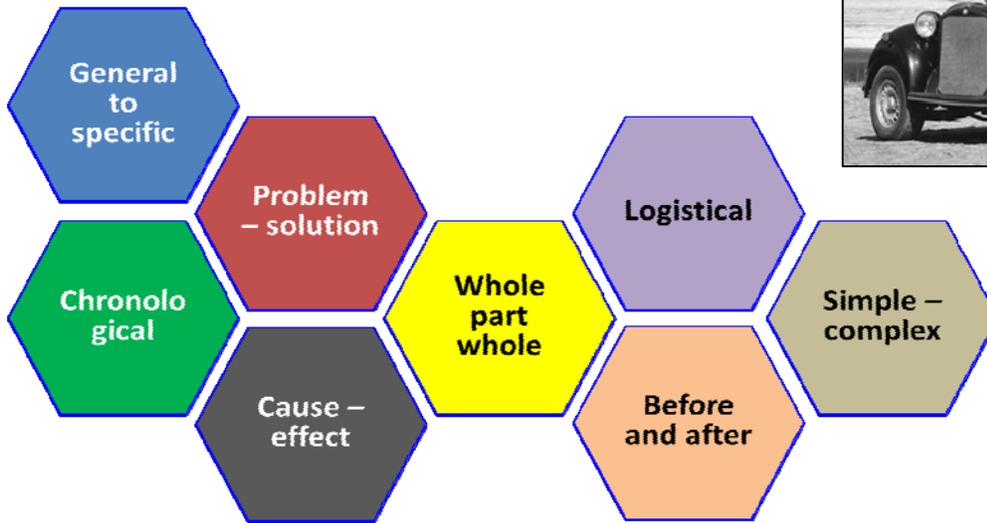
Source: *Entrepreneur Magazine – Princeton Creative Research (Entrepreneur.com/article/81940)*

- What are the exact problems or difficulties your idea will solve?
- Is your idea an original new concept or a new combination or adaptation?
- Does your idea fill a “real need”, or does the need have to be created through promotional efforts?
- What immediate (short-range) gains or results are anticipated?
- Are your projected returns adequate?
- Are the risk factors acceptable?
- What long-range benefits do you anticipate? (For yourself? Your business?)
- What faults or limitations do you foresee with your idea?
- Are there problems your idea might create?
- What changes are involved due to / because of your idea?
- How simple or complex will executive decisions, or implementation, be?
- Can you devise multiple variations of your idea?
- Can you offer alternative ideas?
- Does your idea have a “natural” sales appeal?
- Is the market ready for it?
- Can customers afford it? Will they buy it?
- Is there a timing factor? Is your idea seasonal?
- What is your competition doing in this area? Can you be competitive?
- What user resistance or difficulties might you anticipate?



## M\_Mold

Strategies for molding your message –



### Interactive brain challenges – spatial relationships

💡 <http://www.nctm.org/standards/content.aspx?id=25012>

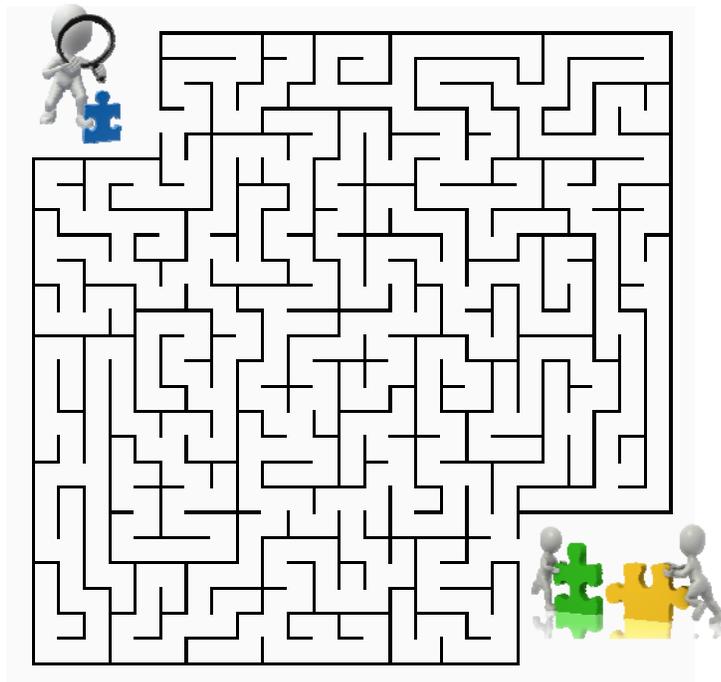
💡 <http://www.jigzone.com/faq/map>

### Other brain challenge resources

💡 <http://puzzles.about.com/>

### Brain sharpening research and tools

💡 <http://www.lumosity.com/about>



“First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination.”

~ Napoleon Hill, Author  
“Think and Grow Rich” and  
Personal Success Expert  
(1883—1970)



**P\_Plot (Persuasive Strategies)**

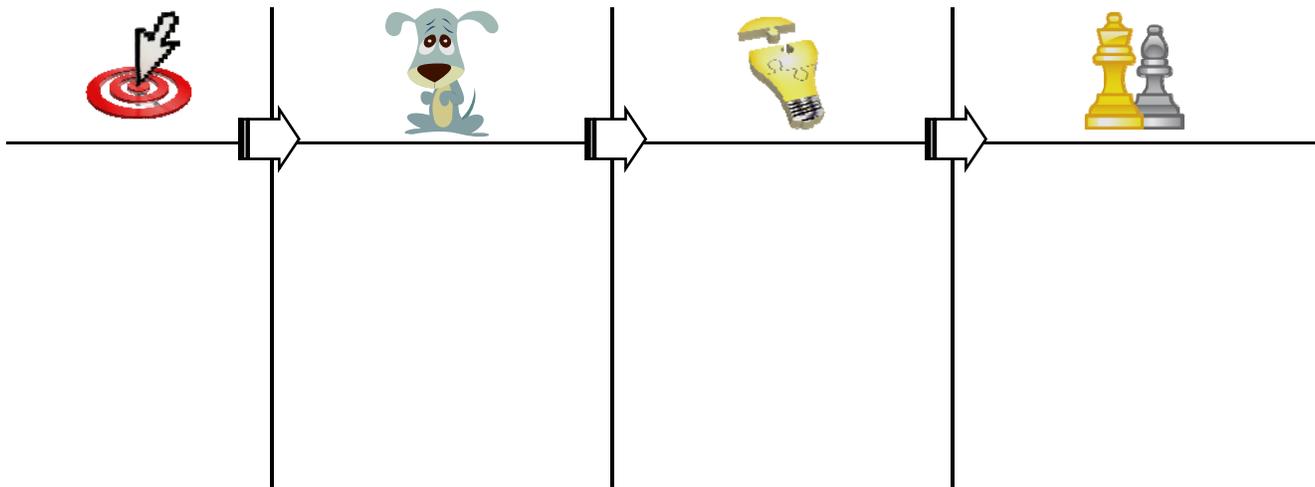


- ? Target users / benefactors of your idea.
- ? Target buyers / supporters of your idea.
- ? Needs? Think? Excite? Worry? Turn off?
- ? How can you get them to...  
Listen? Care about? Support? Create a “buzz” – make viral?
- ? Mentors? Supporters? Financial backing? Suppliers? Partners?  
Support network (coaches; trainers; colleagues; friends & family)

Book Chapter 5  
Page 62

**Your Audience**

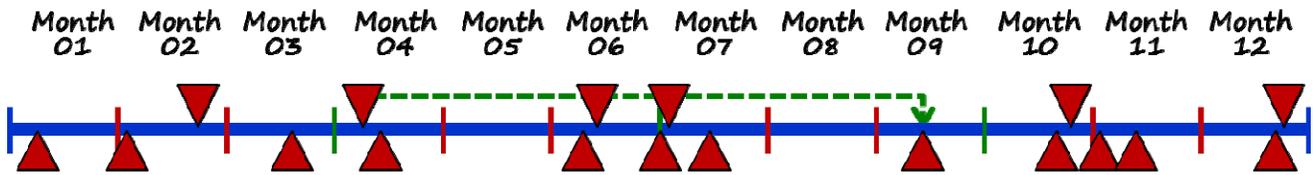

**Your Idea Strategy**



“Good ideas are not adopted automatically. They must be driven into practice with courageous patience.”  
~ Hyman Rickover, US Navy 4-Star Admiral (1900-1986)



### Time Line



### A\_Attention & C\_Communicate

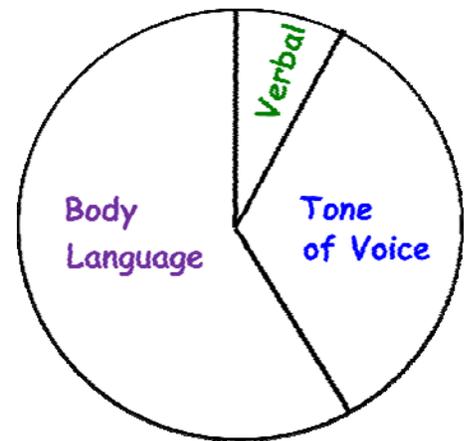
Power communications tips



Chapters 6 & 7

Page 73

- Enter room with confident presence – be “psyched in”
- Capture attention. Start powerfully.
  - “Teaser statement”
  - Startling statistic
  - Question
  - Visually-stimulating prop / visual
- Silence
- Eye contact
- Voice – speak “firmly”
  - End sentence in verbal periods
  - Eliminate words that devalue (possibly; sort of; and stuff; in a way; may not be sure)
- Positioning – standing / sitting (power)
- Interruptions – handle them (pages 82–83)
- Anticipate and prepare for questions



### T\_Terminate

Page 94

“Language is the means of getting an idea from my brain into yours without surgery.”  
 ~ Mark Amidon, Speaker & Author

“Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off and does something about it who makes a difference.”

~ Nolan Bushnell, American Engineer

Founder and creator of “Pong” video game, Atari, and Chuck E. Cheese Restaurants  
 Trivia note: Bushnell gave Steve Jobs a job at Atari, paving the way to Apple Computers.



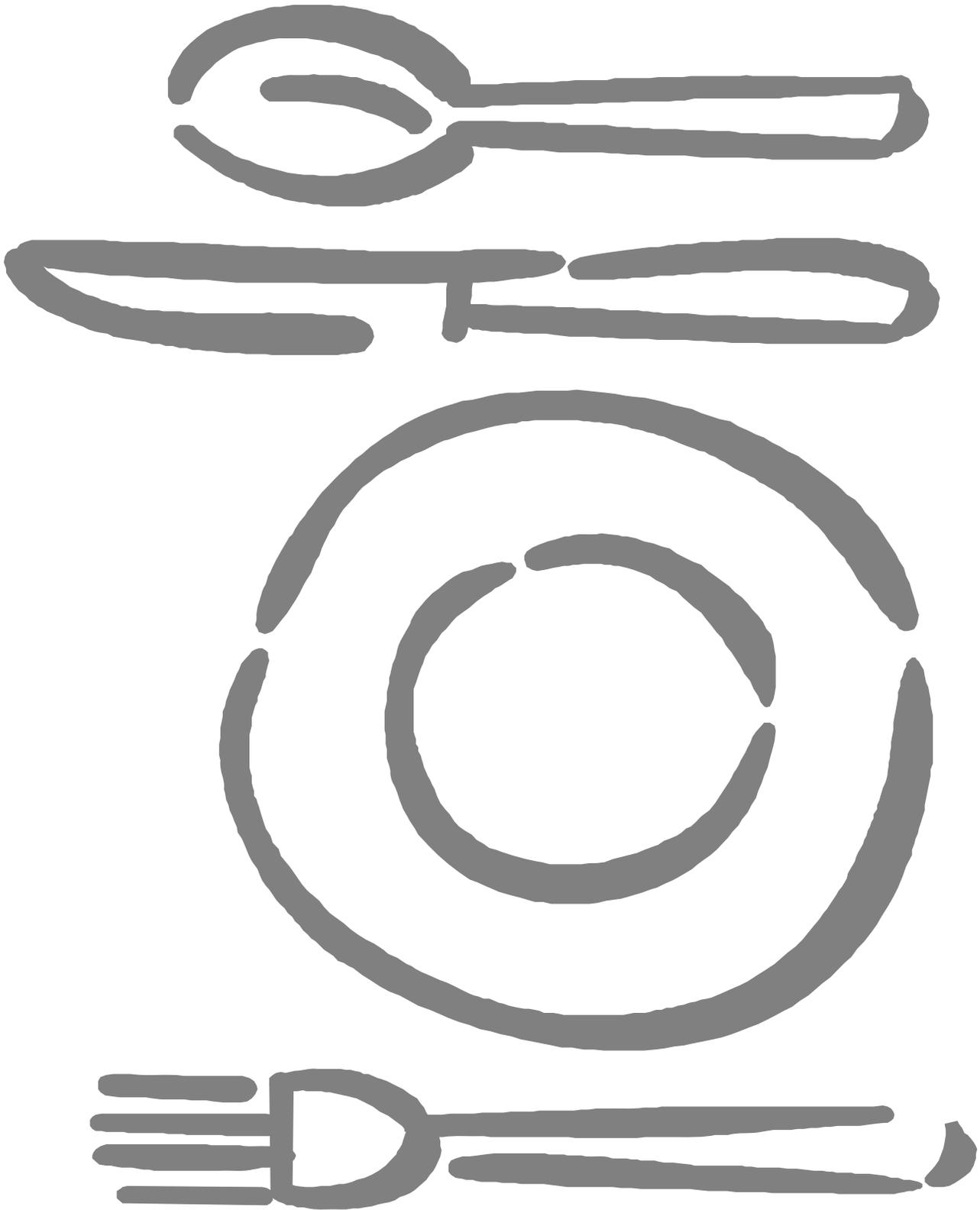
# Appendix



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What's on your plate? .....

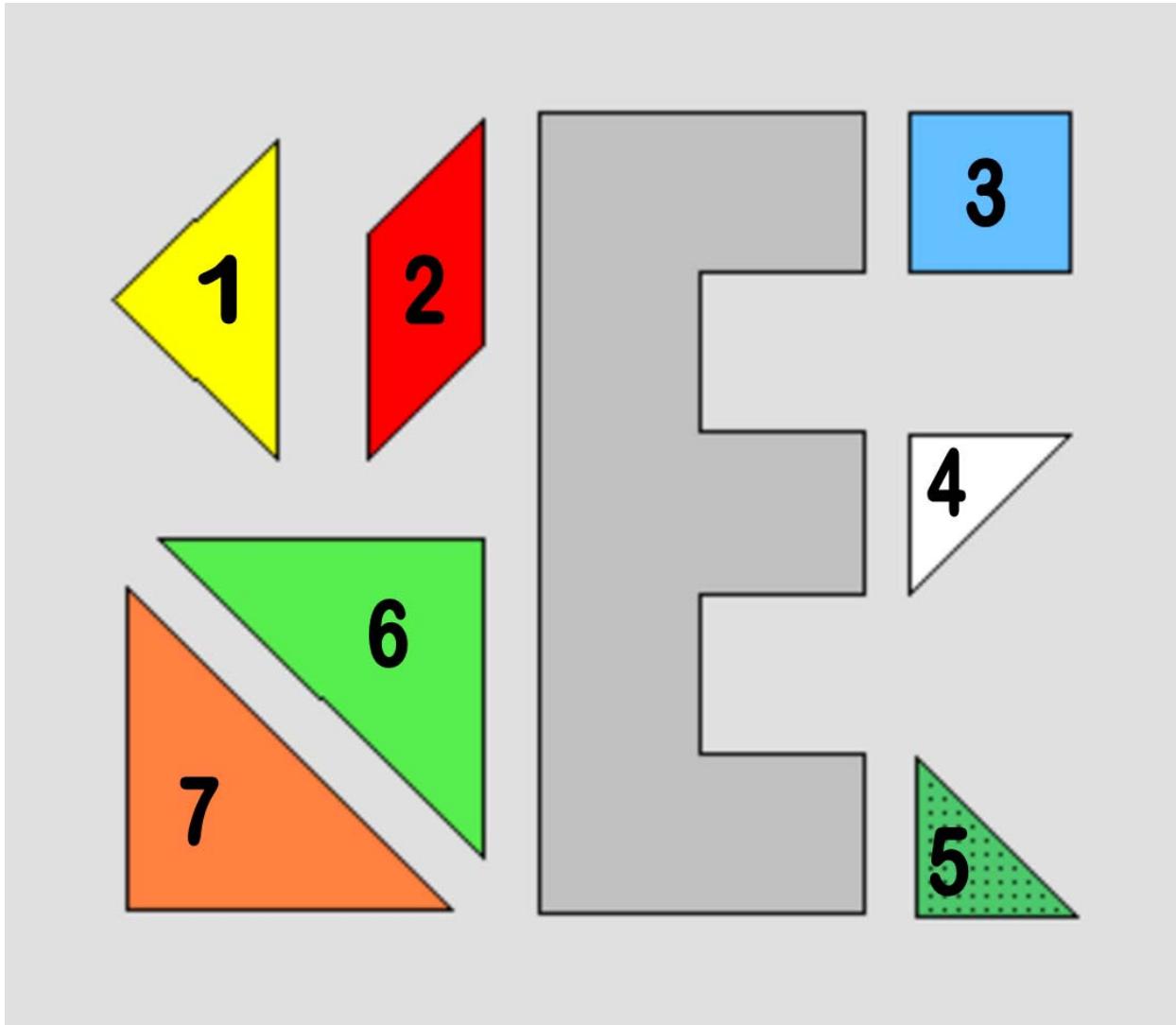




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### Collaborative Discovery

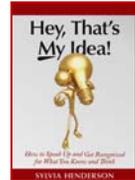


# Experience the power of your ideas!



Resources:

- 🌱 Idea strategy package – \$25.00 at event  
Individual units and bulk discounts at  
[www.SpringboardTraining.com/products/invest-success](http://www.SpringboardTraining.com/products/invest-success)
  - Downloads and book supports: [www.HeyMyIdea.com](http://www.HeyMyIdea.com)
- 🌱 Workplace / interpersonal skills success package – \$25.00 at event
- 🌱 Access to Sylvia, her resources & referrals, continuous learning opportunities, and collaborative community – 24:7 at [www.IdeaSuccessCommunity.com](http://www.IdeaSuccessCommunity.com)



Launching June 2013!



CASH | CHECK (to Springboard Training) | CHARGE

“Don’t be afraid of new ideas. Be afraid of old ideas.  
 They keep you where you are and stop you from growing and moving forward.  
 Concentrate on where you want to go, not on what you fear.”  
 ~ Anthony “Tony” Robbins, Self-Help Expert and Author “Awaken the Giant Within” (1960—present)

“Ideas are a dime a dozen. People who implement them are priceless.”  
 ~ Mary Kay Ash,  
 Businesswoman and Founder of Mary Kay Cosmetics (1918-2001)

“Get your ideas on paper and study them.  
 Do not let them go to waste!”  
 ~ Les Brown, Motivational and Transformational Speaker; Author







## Idea Success Network – Program Foundation

### Collaborative Discovery & Accountability

- 💡 Coaching / advisory services
- 💡 Virtual seminars
- 💡 Workshops
- 💡 Idea Success Summit®
- 💡 Idea Success Labs®
  - With thought leaders + Individual "Success Strategy Spotlights®"
- 💡 Keynote speaking
- 💡 Strategy & accountability sessions
- 💡 eZine
- 💡 More!

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[www.IdeaSuccessNetwork.com](http://www.IdeaSuccessNetwork.com)

## IDEA SUCCESS NETWORK

Sylvia Henderson

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Get strategies, systems, tools, & resources for **IMPLEMENTATION & ACCOUNTABILITY** here!  
*(Effective only if you're ready-and serious-about taking action.)*

First Name:

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Imagine the **IMPACT(c)** you have - on your business and life - when you implement more of your ideas, more effectively!

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### Follow-Up: Implementation and Accountability



When the program is over and after you leave, what will you do to IMPLEMENT what you experienced? Reinforce what you experienced today, and receive additional tools and resources you can apply and implement in your business and your life.

If I've earned your trust, please allow me to help you reinforce and retain today's learning experience. I PROMISE that I share your contact information with no one. Moreover, I promise to leave your inbox junk-free because YOU indicate what you want from me. **Check your requests below (multiples encouraged)** and return this support sheet to me before you leave today. Thank you!

### Contact Information (Please Print!)

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Telephone (Preferred): \_\_\_\_\_

Social Network (Which One / ID): \_\_\_\_\_

\_\_\_\_\_ Subscribe me to your **Idea Success Notes** – bi-monthly tips & strategies for implementing my ideas.

\_\_\_\_\_ Send me an invitation to your **membership program** for 24:7 access to your personal & professional development and business resources, continuing education, and collaborative community.

\_\_\_\_\_ I want to **work with Sylvia Henderson directly**. Please follow up with me RE: your **coaching programs**. *Note: A down payment – or full payment today before you leave = 20% discount on the program you choose.*

\_\_\_\_\_  "Run it past you" program  Idea Success Blueprint<sup>®</sup> program  Idea Success Summit<sup>®</sup>

### Referrals

Allow others to benefit from my programs and the experiences you gained.

"I belong to the following organization(s) that use speakers and trainers and for which your topic is a good fit. I will make a direct introduction to you."

**Organization Name(s) and Website(s):**

### Testimonial

"The value I received from this program includes..."

"I recommend this program because..."

\_\_\_ Yes. You may quote my testimonial.