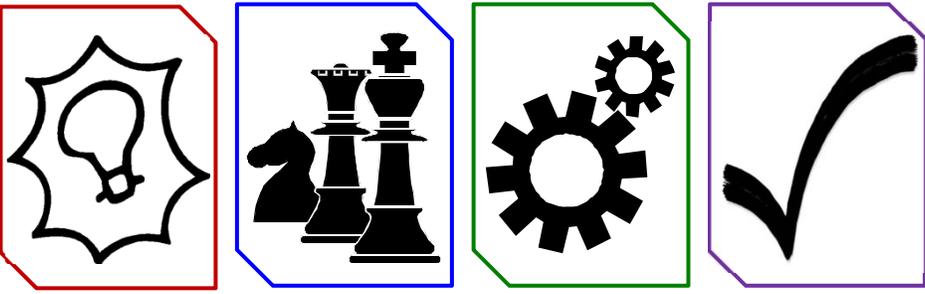


New Revenue, New Ideas

Convert Your Concepts to Cash

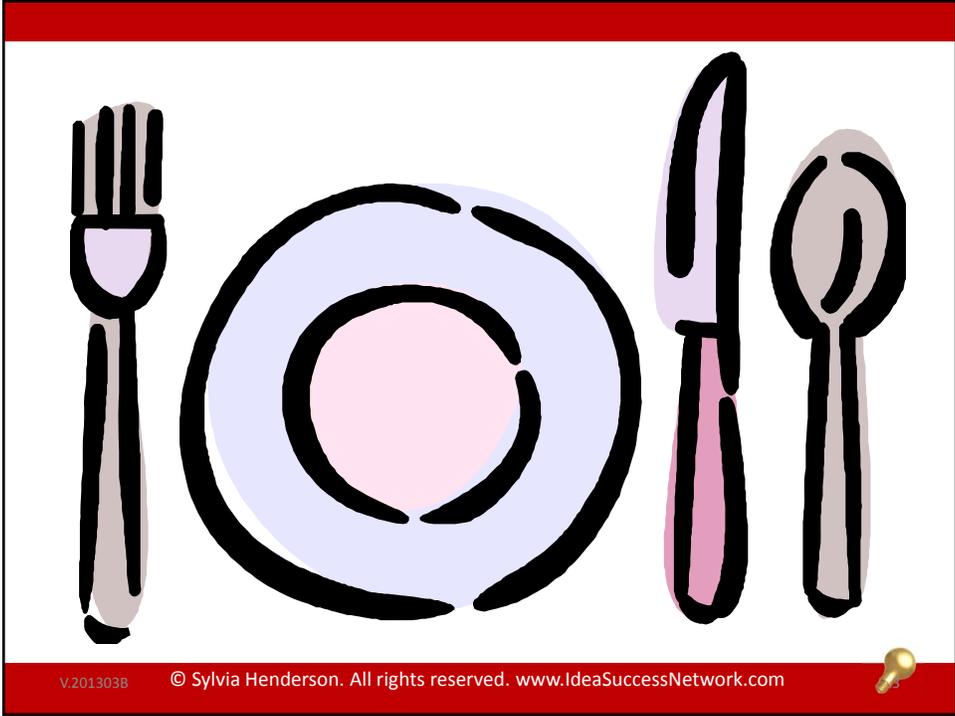


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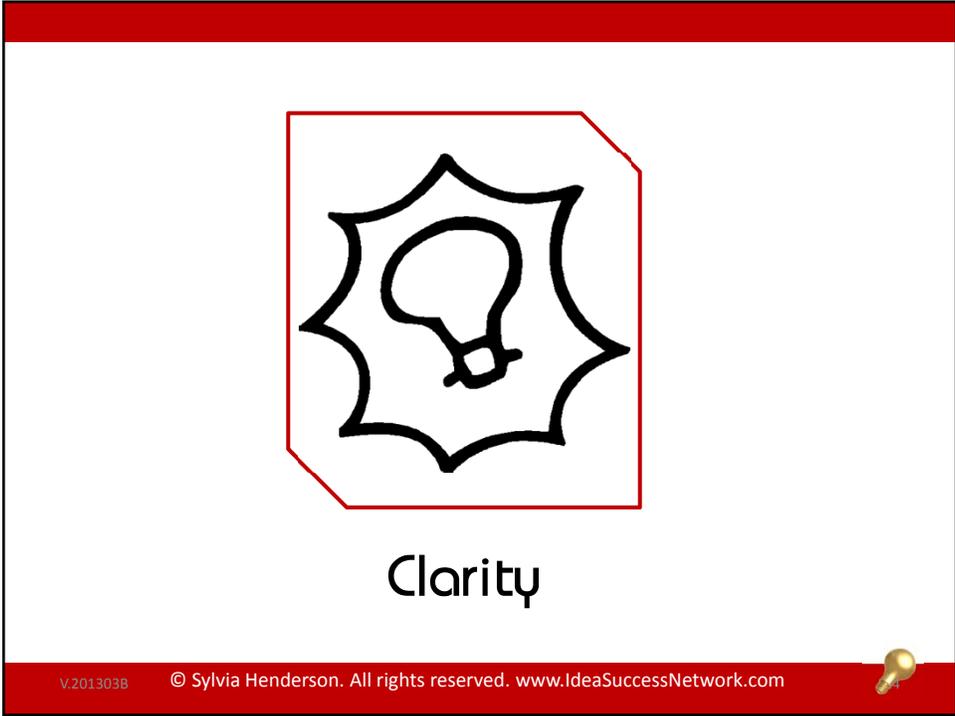


Clarity Strategy Action Accountability

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Clarity

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Why?



“An idea gets us interested,
but a dream gets us excited.”
~ David DeNotaris

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Sylvia's Idea Story: Ketchup



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Sylvia's Idea Story: Ketchup



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

~ John Steinbeck



Photo by Jane Burton

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“Money Idea”

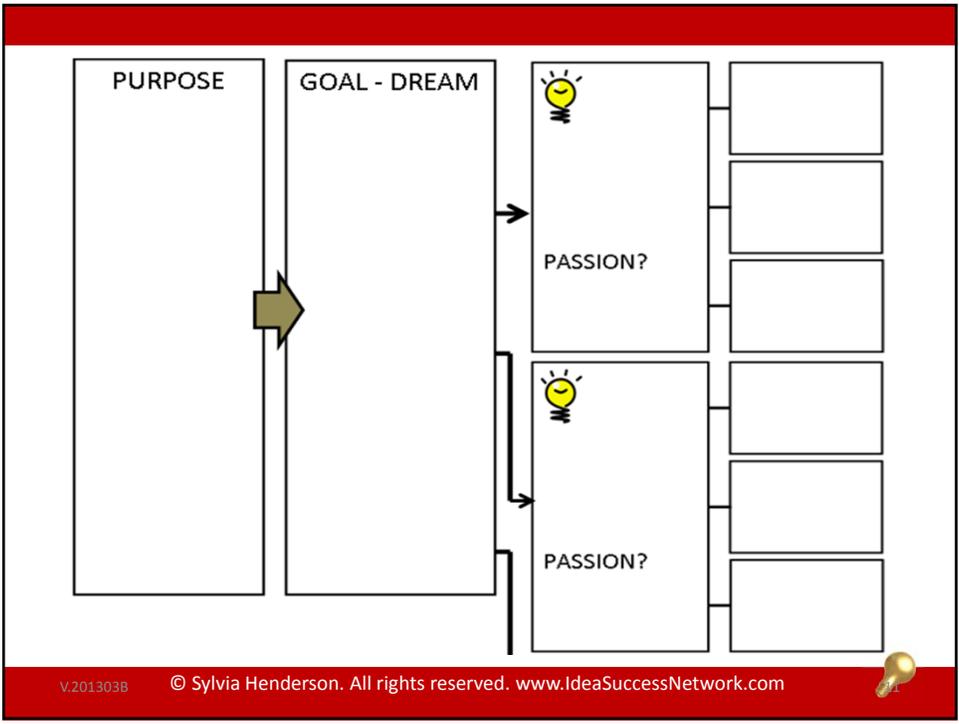


Decisions!

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Positives +	Negatives -	Considerations / Research

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Situation - or - Idea	Strengths	Weaknesses
	Opportunities	Threats
Decision:		
Additional Notes:		

The table is a SWOT analysis template. The first column is for 'Situation - or - Idea'. The next two columns are for 'Strengths', 'Weaknesses', 'Opportunities', and 'Threats'. Below the table are sections for 'Decision:' and 'Additional Notes:'. A lightbulb icon is located in the bottom right corner of the table area.

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Give your ideas I·M·P·A·C·T.®

I Initiate your idea

M Mold your message

P Plot your strategy

A Attention... command it

C Communicate for action

T Terminate assertively

“An idea not coupled with action
 will never get any bigger than
 the brain cell it occupies.”
 ~ Arnold H. Glasgow

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The diagram shows the IMPACT process as a sequence of six chevron-shaped steps: I (Initiate your idea), M (Mold your message), P (Plot your strategy), A (Attention... command it), C (Communicate for action), and T (Terminate assertively). A lightbulb icon is on the left and a scale icon is on the right.

Initiate your idea
Mold your message
Plot your strategy
Attention... command it
Communicate for action
Terminate assertively

Initiate your idea
Mold your message
Plot your strategy
Attention...command it
Communicate for action
Terminate assertively

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The diagram is identical to the one above, but the 'I' step is highlighted in yellow.

Initiate your idea
Mold your message
Plot your strategy
Attention... command it
Communicate for action
Terminate assertively

Capture them all!

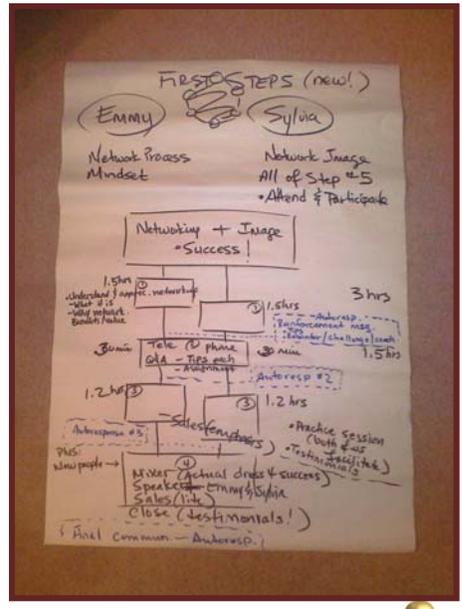
Blank slate
Notebook | journal
Note cards
“Sticky posts”
Mind map
Apps

Suggestions?

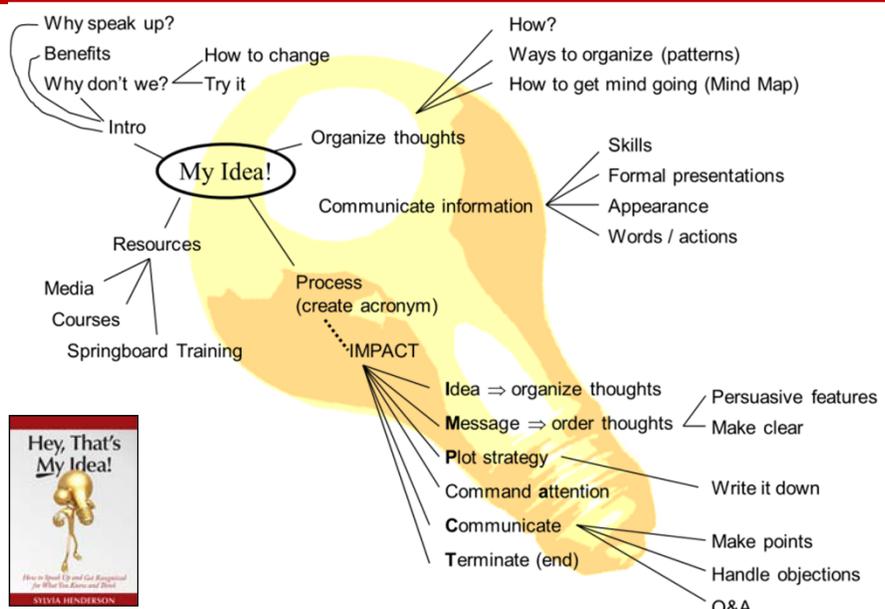
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Example: Started with a blank newsprint



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Workshop Slides – "New Revenue, New Ideas: Convert Your Concepts to Cash!"

The screenshot shows the Evernote web application interface. At the top, there's a navigation bar with options like 'File', 'Edit', 'View', 'Format', 'Tools', and 'Help'. Below this is a sidebar with account and shared items, including notebooks like 'All Notes', 'Caregivers-N-Coffee', and 'Springboard Training'. The main content area displays a 'Welcome to Evernote' message with the Evernote logo and the text '(Affiliate)'. Below the message, there's a table of notes with columns for 'Created', 'Updated', 'Title', 'Notebook', 'Tags', 'Sync', and 'Size'. A single note is listed with a title 'Welcome to Evernote' in the 'Springboard Training' notebook. The interface also includes a search bar, a 'Click to set author...' dropdown, and a 'Click to add tag...' field. At the bottom of the screenshot, there's a Windows taskbar with various application icons and a system clock showing 6:19 AM on 8/2/2011.

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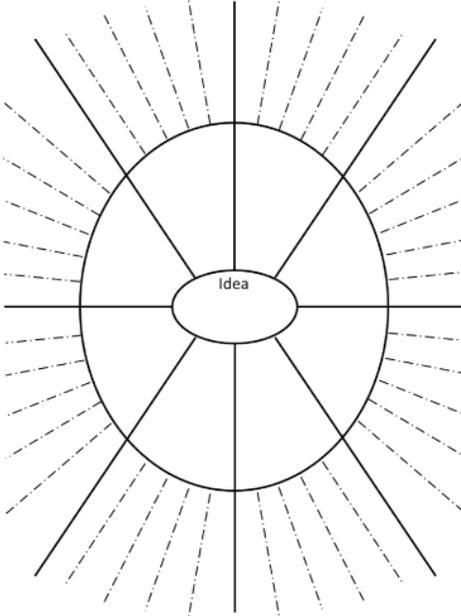
The screenshot shows the homepage of the Levensger website. The header features the Levensger logo with the tagline 'TOOLS FOR SERIOUS READERS', along with navigation links for 'Log In', 'Home', 'My Account', and 'Shopping Bag'. A search bar and a 'Catalog Quick Shop' link are also present. The main content area is divided into several promotional sections: 'PEN & INK' with a 'Pen Outfitting' offer, 'CIRCA NOTEBOOKS' featuring the 'Rhodia Collection' and 'Personalized CIRCA NOTEBOOKS', and 'PEAK PERFORMANCE' advertising 'impressive electronics gear' with a 'SHOP NOW' button. Below these are smaller product tiles for 'Shop our best-selling iPad products', 'Levensger Staff Bag', 'Booklights', and 'Folios'. At the bottom, there are banners for 'Preferred Customer E-List', 'Circa' brand, 'NEW ARRIVALS', and an 'OUTLET' section with 'UP TO 60% OFF'. The footer contains the same copyright and website information as the first slide.

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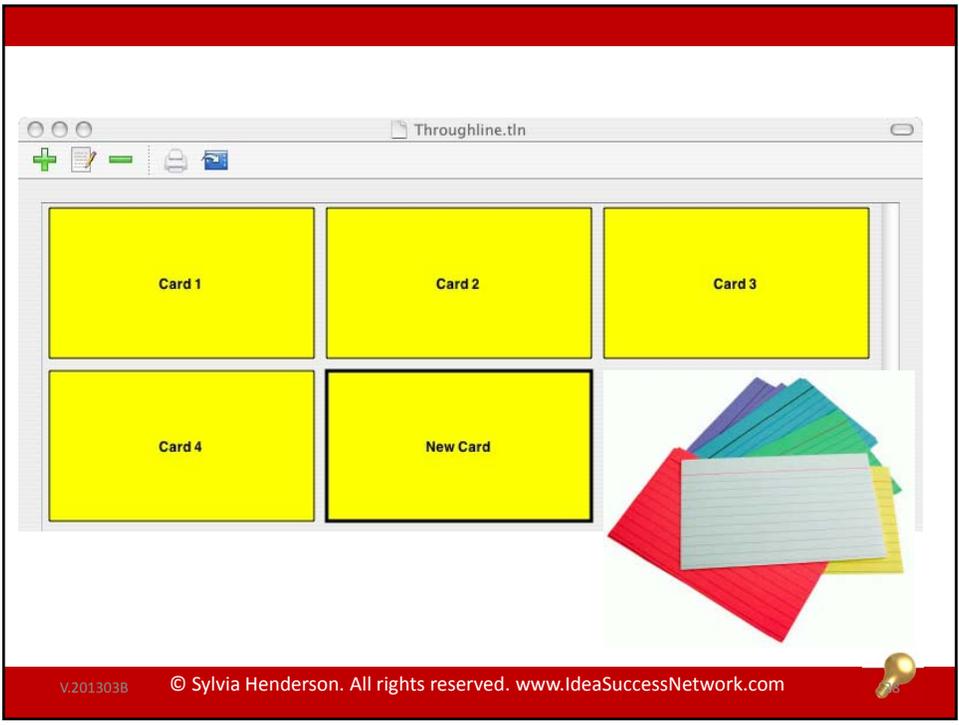
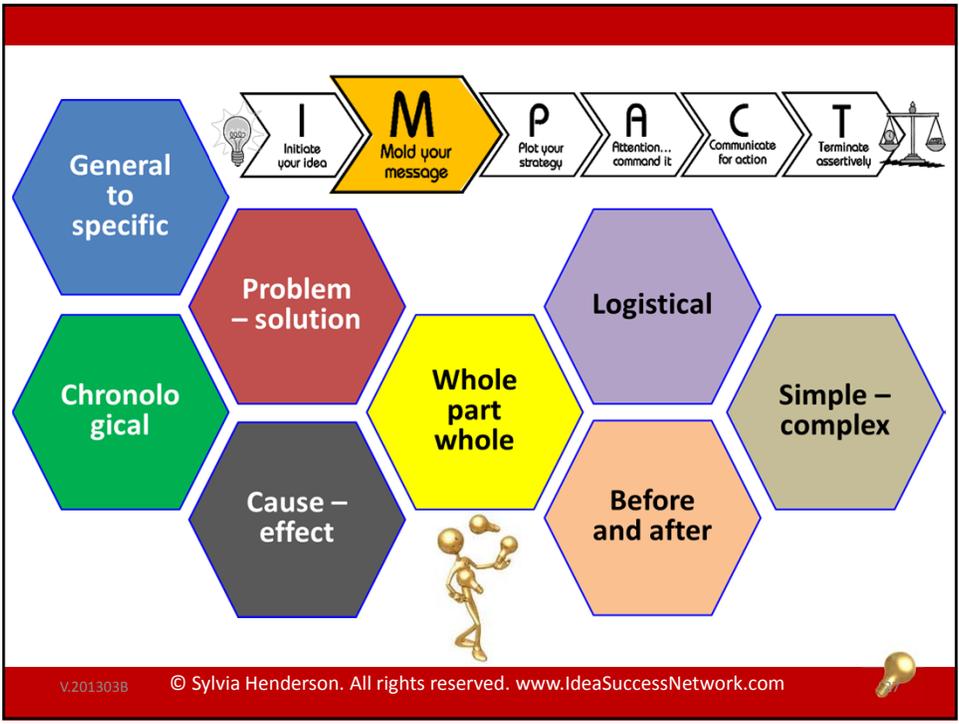


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<i>What is it that bothers you about the situation you would like to change? Improve?</i>		<i>What resources for this idea do you already have?</i>	
<i>What are the costs/sacrifices involved in making your idea happen?</i>		<i>What is it that you want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

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The whiteboard is organized into several sections. On the left, there's a 'to do' list with handwritten notes. The center and right sections are filled with numerous sticky notes, some in pink and some in yellow, arranged in a structured manner. A small inset image in the bottom left shows a glowing lightbulb with the text 'Idea Success Network' and 'Great Idea'.

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Example: “Sticky paper” notes

The image shows a wooden table covered with many small, rectangular sticky paper notes. The notes are arranged in a somewhat organized manner, illustrating the use of sticky paper for idea management.

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1 **2** **3**

Before During After

Example: Sylvia & Emmy

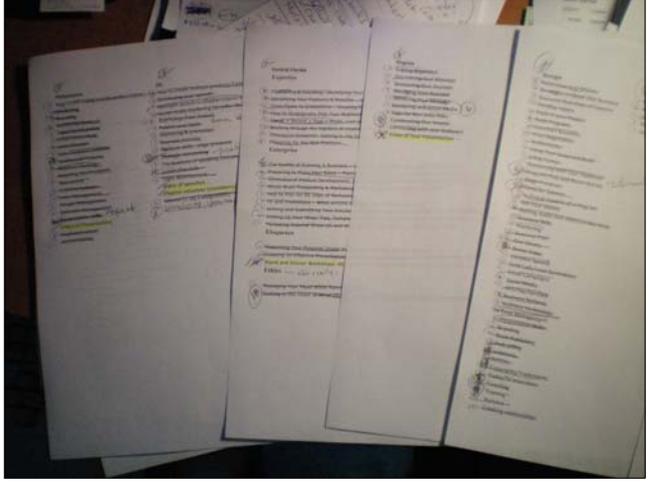
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Process works for organizing Powerpoint slides, too!

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Example: Organizing data

From survey responses to action report



Printout from Excel spreadsheet survey tally

Example: Organizing data (continued)

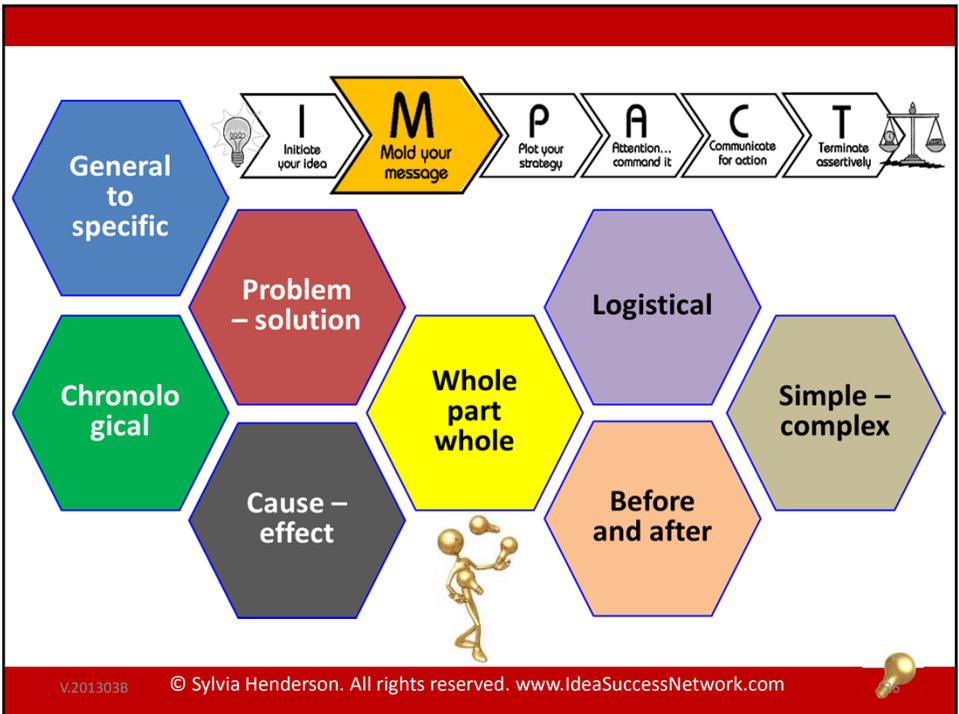
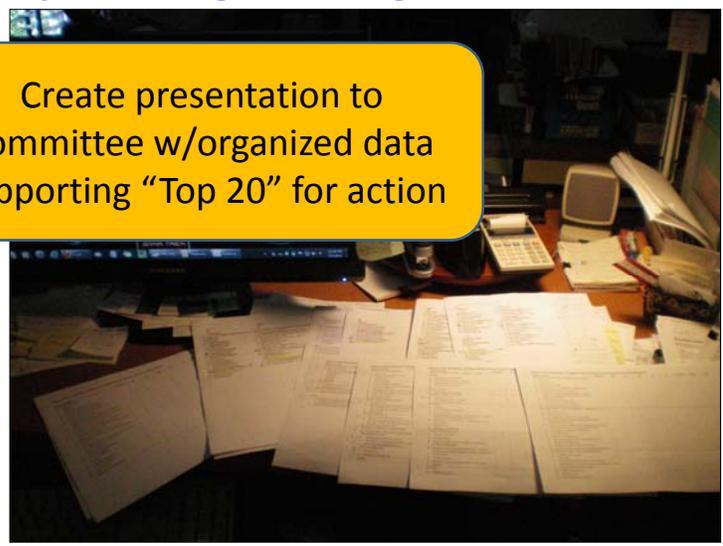
Determine patterns (Top 20 categories)

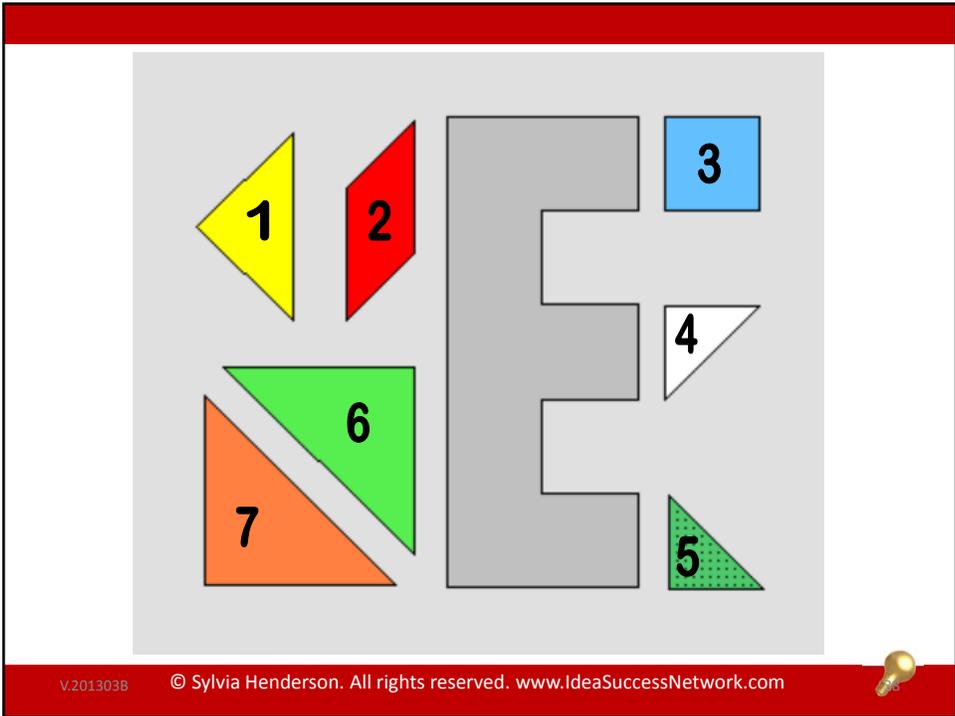
Identify patterns = categories

Create table / chart organizing data by categories

Example: Organizing data (continued)

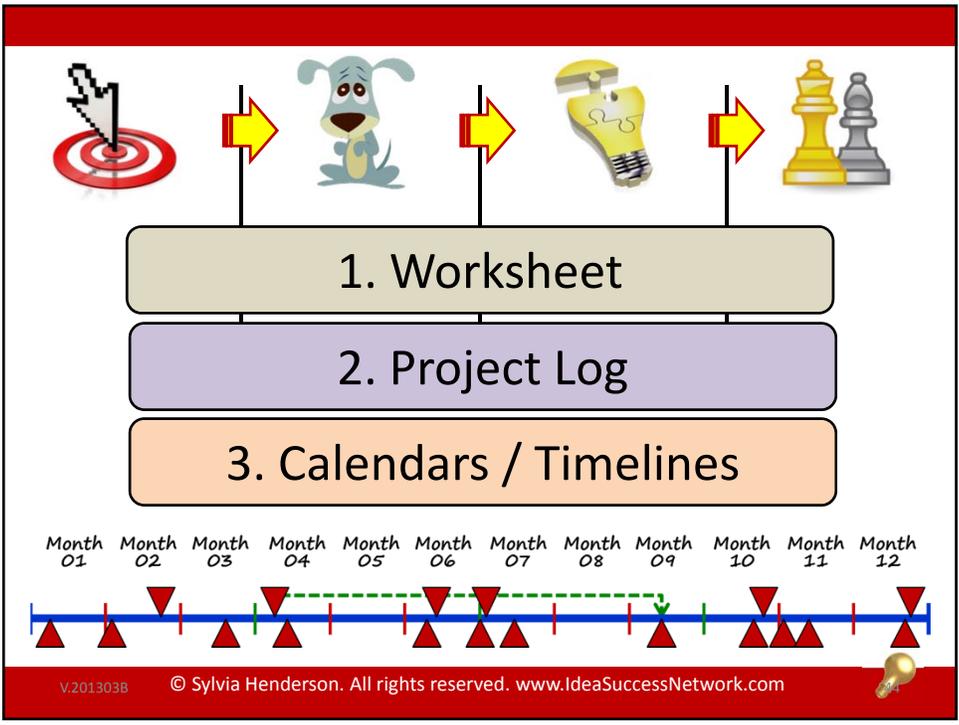
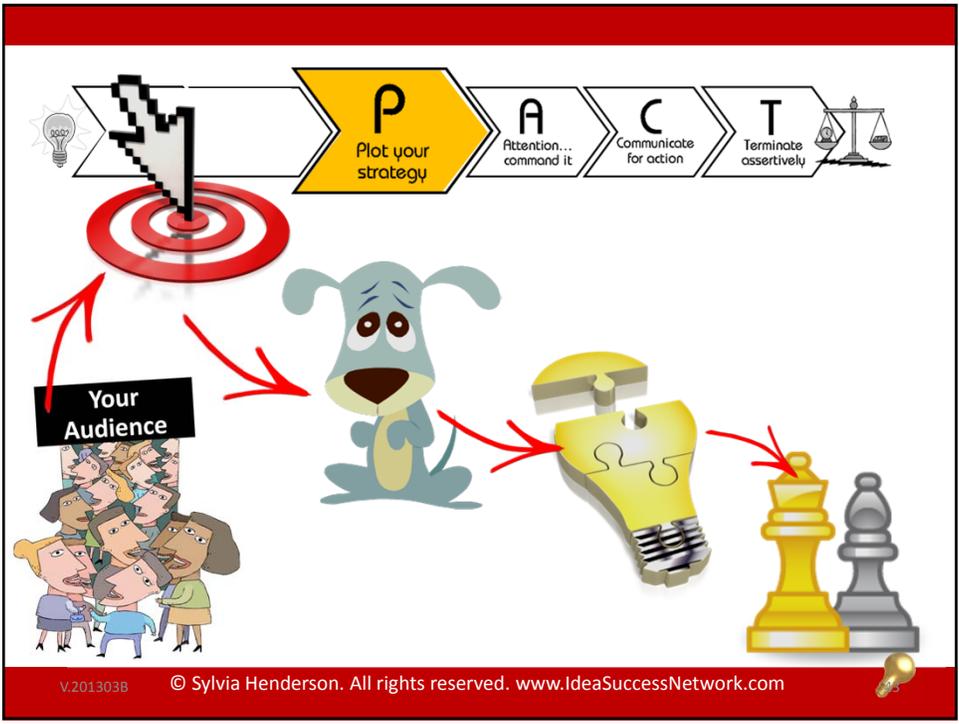
Create presentation to committee w/organized data supporting “Top 20” for action









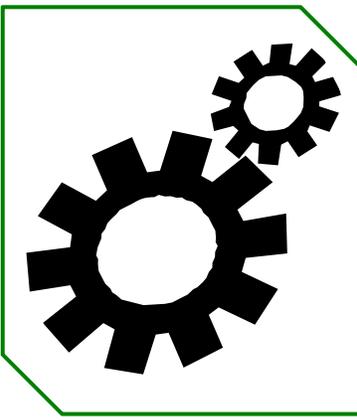


What	Who	By When	Resources / Dependencies	x
Example: Create a model to demonstrate concept.	SH	yyyy-mm-dd	<ul style="list-style-type: none"> Raw materials Diagram (on napkin from meeting w/PH) GF available by phone for ???s 	

Project Log

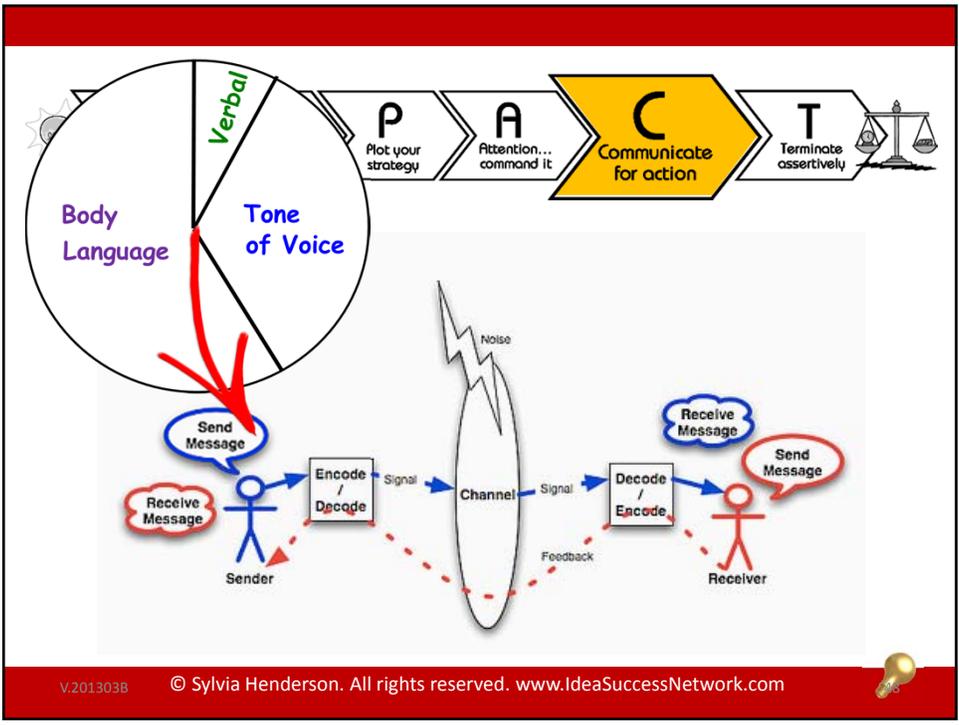
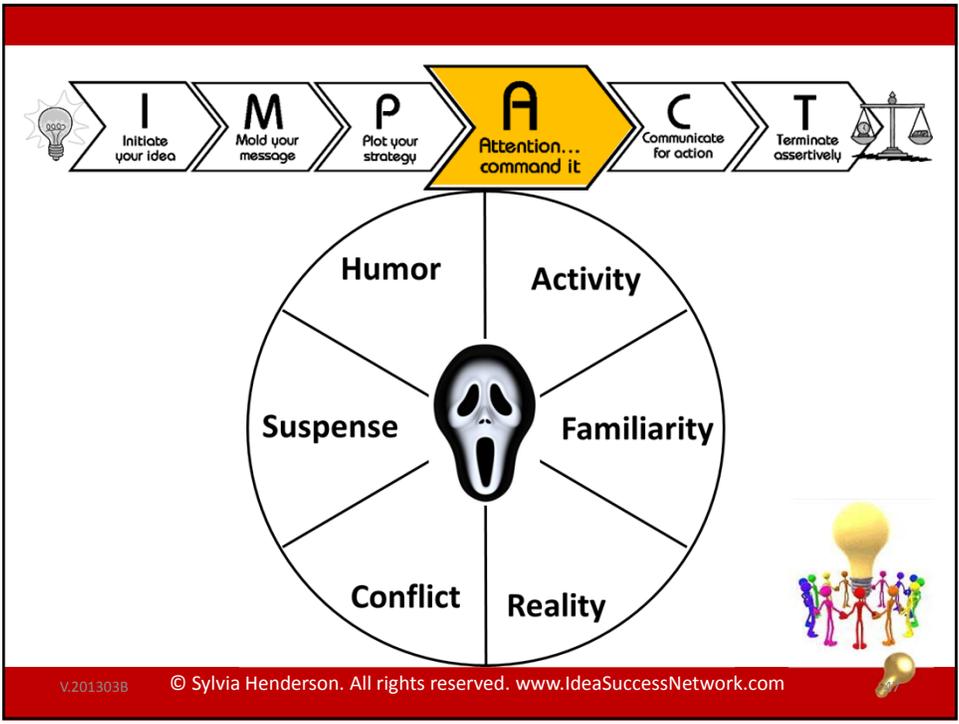
Keep track!

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Action

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Public

Speaking

Horror movie tonight!
Show starts at 8:00PM promptly.

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Communications – Viral

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I Initiate your idea
M Mold your message
P Plot your strategy
A Attention... command it
C Communicate for action
T Terminate assertively

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Give your idea I·M·P·A·C·T

I Initiate your idea
M Mold your message
P Plot your strategy
A Attention... command it
C Communicate for action
T Terminate assertively

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The diagram illustrates the IMPACT process. At the top, a horizontal sequence of six chevron-shaped boxes contains the letters I, M, P, A, C, and T. Each letter is accompanied by a small icon and a brief description: 'I' (Initiate your idea) with a lightbulb icon, 'M' (Mold your message) with a speech bubble icon, 'P' (Plot your strategy) with a strategy map icon, 'A' (Attention... command it) with a megaphone icon, 'C' (Communicate for action) with a speech bubble icon, and 'T' (Terminate assertively) with a scales of justice icon. Below this sequence, three circular arrows are arranged in a vertical stack. The top arrow is red and labeled 'IMPACT', the middle is blue and labeled 'IMPACT', and the bottom is green and labeled 'IMPACT'. Each arrow has a smaller version of itself inside it, creating a circular flow.

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A large, hand-drawn style black checkmark is centered within a purple-bordered box that has a slightly irregular, hand-drawn appearance.

Accountability

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Collaborative Discovery & Accountability

- 💡 Coaching / advisory services
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- 💡 Workshops
- 💡 Idea Success Summit®
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- 💡 Strategy & accountability sessions
- 💡 eZine
- 💡 More!

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Clarity
Strategy
Action
Accountability

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 IdeaSuccessCommunity.com

Sylvia Henderson
 www.IdeaSuccessNetwork.com
 E-mail: Sylvia@SpringboardTraining.com
 Phone: 301-260-1538

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

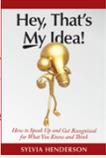
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Last Name:

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Imagine (c) you
 have - ss and
 life - ment
 more more

How to Start Up and Get Registered
 for Your New Business and More!

SYLVIA HENDERSON

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**A half-baked idea is okay
 as long as it's in the oven.**

~Author Unknown

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