New Revenue, New Ideas

Convert Your Concepts to Cash

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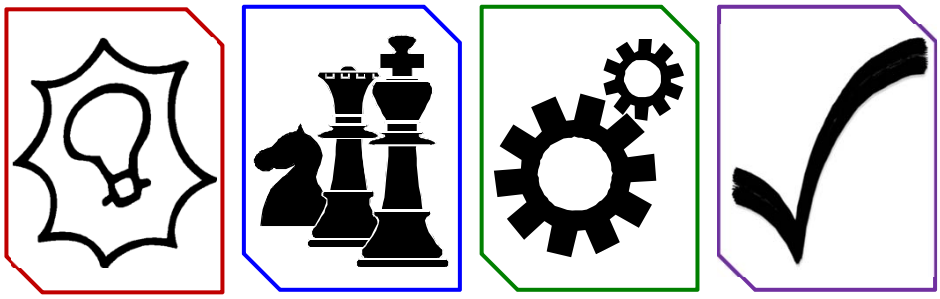

Clarity Strategy Action Accountability

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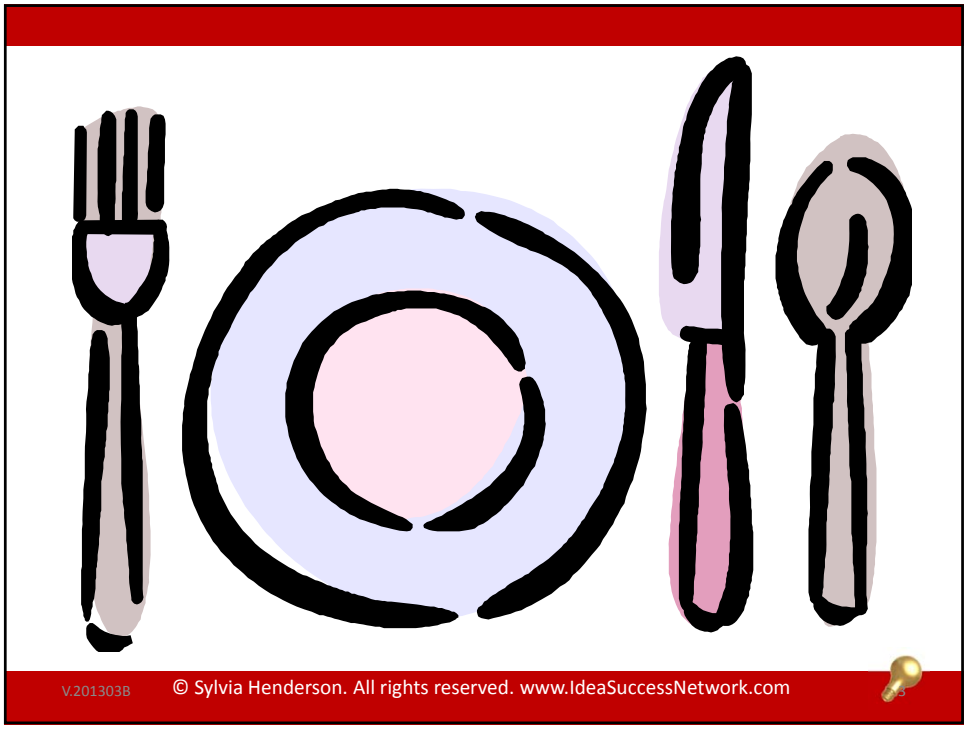

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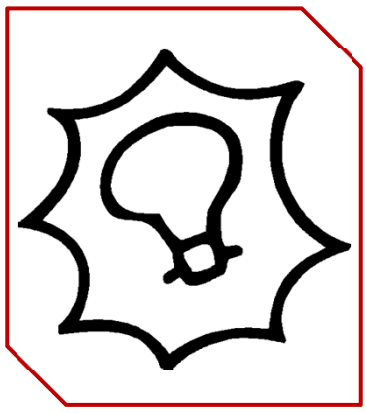

Clarity

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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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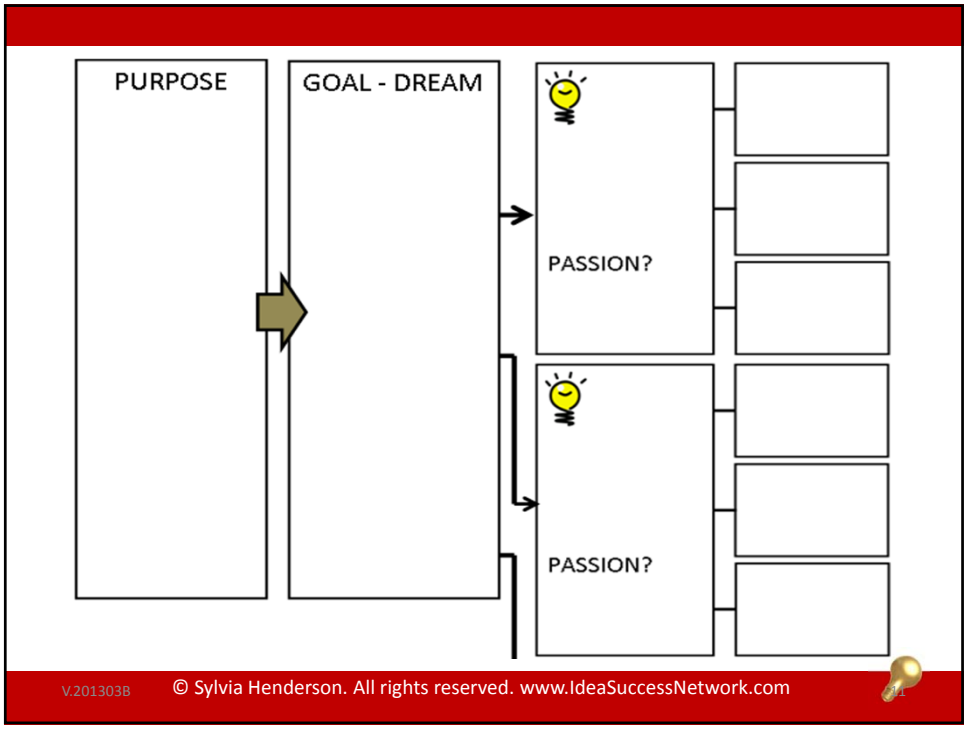

Situation - or - Idea	Strengths	Weaknesses
	Opportunities	**Threats**
Decision:		
Additional Notes:		

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Give your ideas I·M·P·A·C·T©

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

~ Arnold H. Glasgow

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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
Initiate your idea
Mold your message
Plot your strategy
Attention…command it
Communicate for action
Terminate assertively
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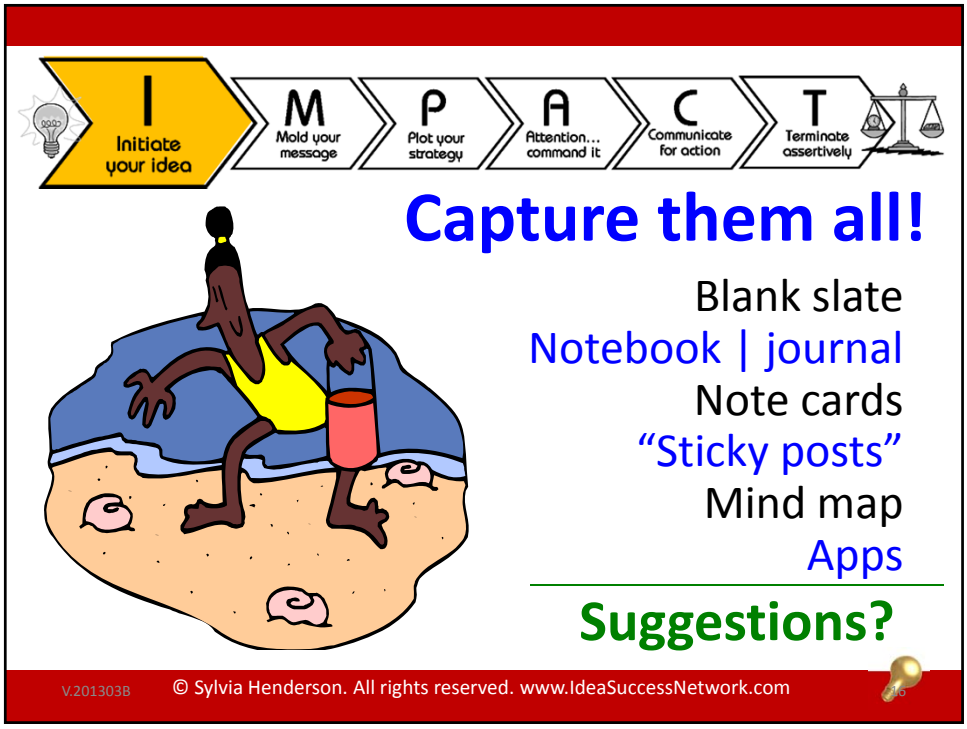
I Initiate your idea
M Mold your message
P Plot your strategy
A Attention… command it
C Communicate for action
T Terminate assertively
Capture them all!
Blank slate
Notebook | journal
Note cards
“Sticky posts”
Mind map
Apps
Suggestions?
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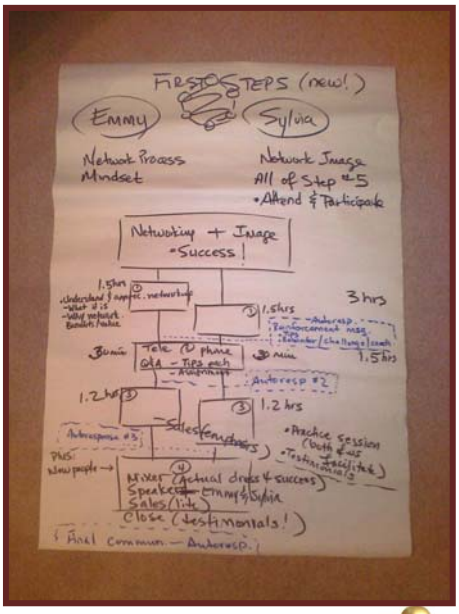
Example: Started with a blank newsprint



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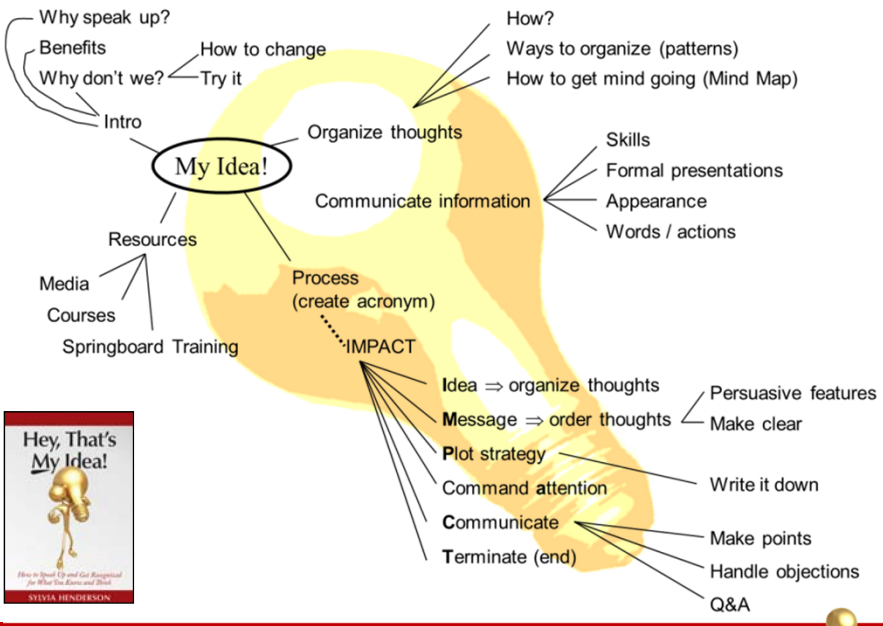

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P
W
N
Captured Ideas & Notes
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Dollar store diamonds
BACK TO SCHOOL
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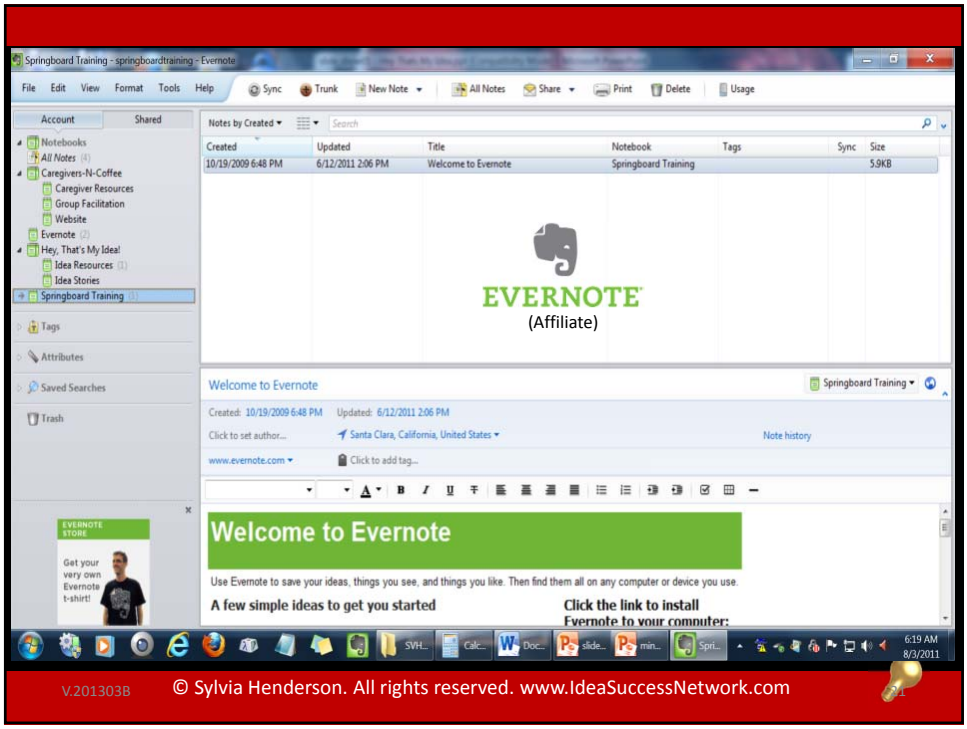

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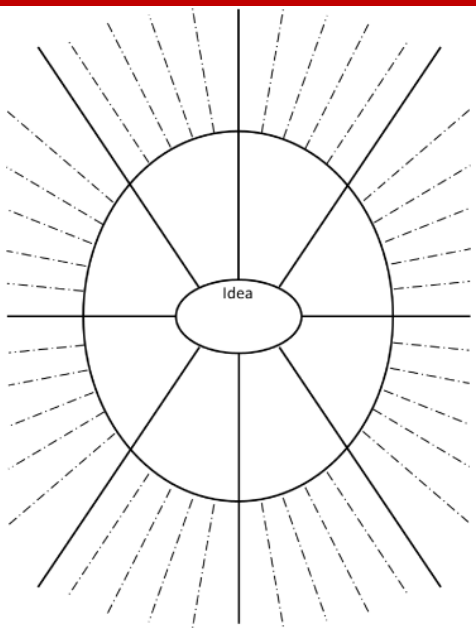

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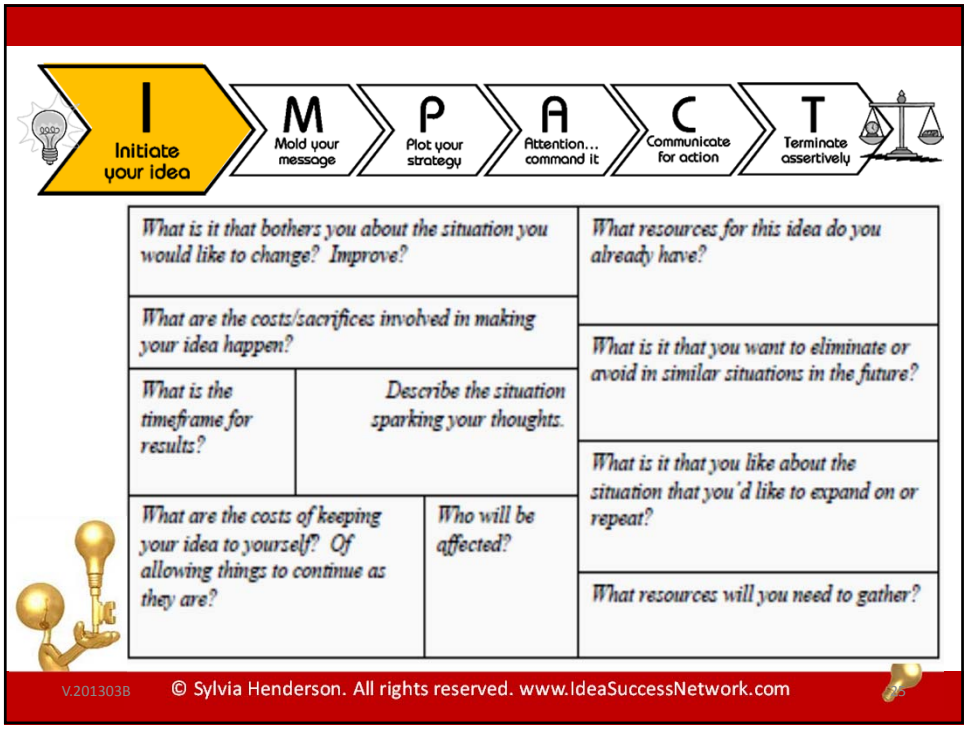
I
Initiate your idea
M
Mold your message
P
Plot your strategy
A
Attention... command it
C
Communicate for action
T
Terminate assertively
What is it that bothers you about the situation you would like to change? Improve?
What are the costs/sacrifices involved in making your idea happen?
What is the timeframe for results?
Describe the situation sparking your thoughts.
What are the costs of keeping your idea to yourself? Of allowing things to continue as they are?
Who will be affected?
What resources for this idea do you already have?
What is it that you want to eliminate or avoid in similar situations in the future?
What is it that you like about the situation that you'd like to expand on or repeat?
What resources will you need to gather?
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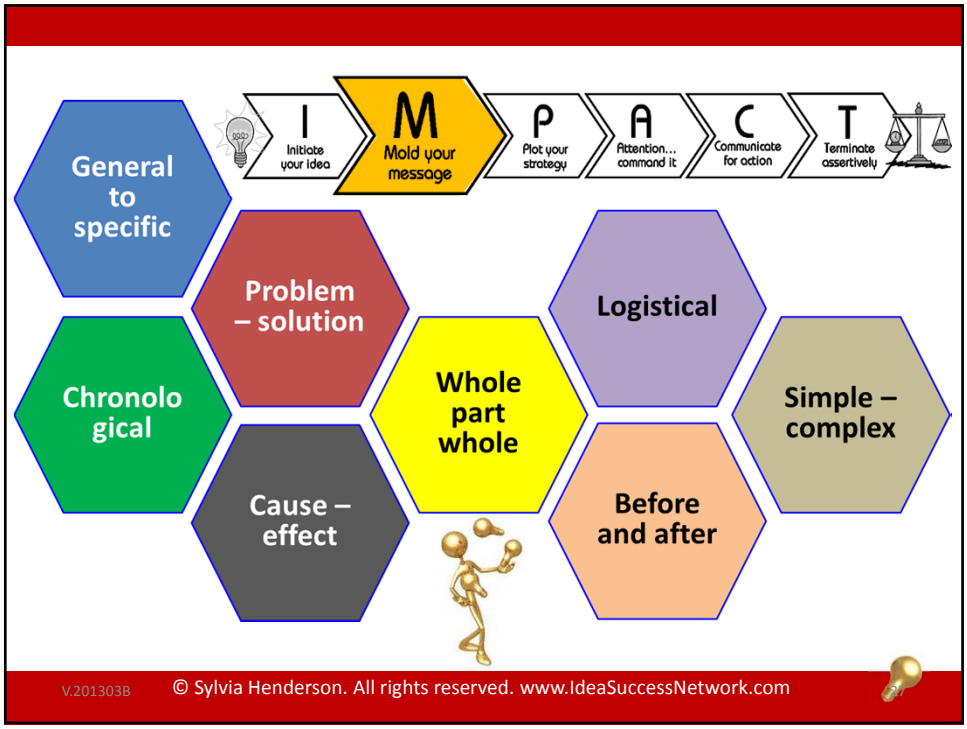
I
Initiate your idea
M
Mold your message
P
Plot your strategy
A
Attention... command it
C
Communicate for action
T
Terminate assertively
General to specific
Problem – solution
Logistical
Chronological
Whole part whole
Simple – complex
Cause – effect
Before and after
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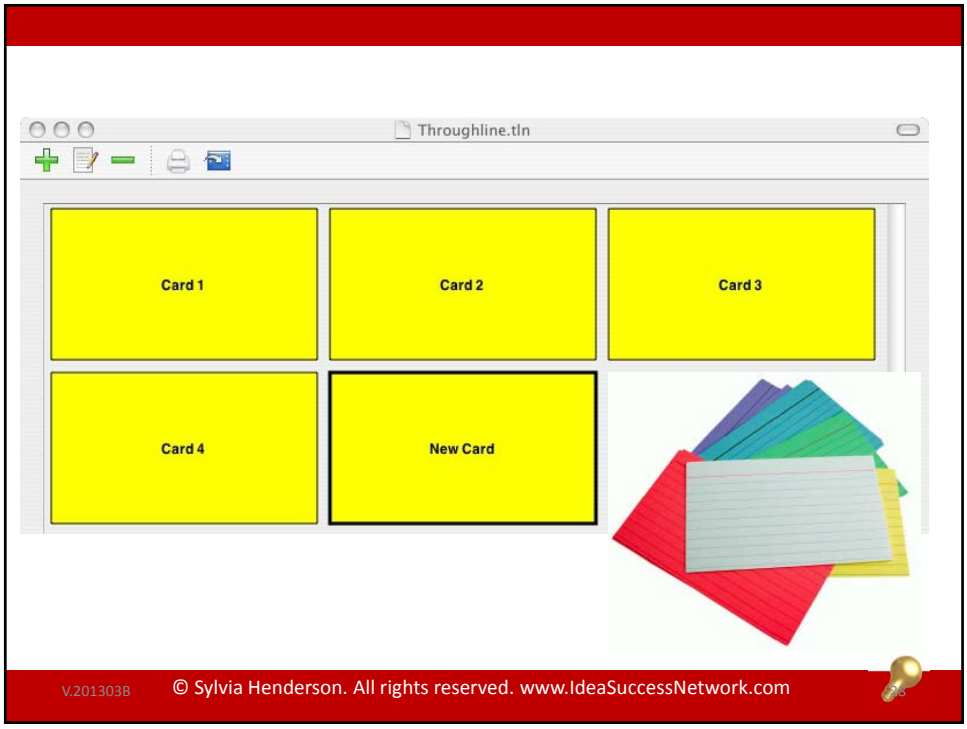
Throughline.tln
Card 1
Card 2
Card 3
Card 4
New Card
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Example: “Sticky paper” notes

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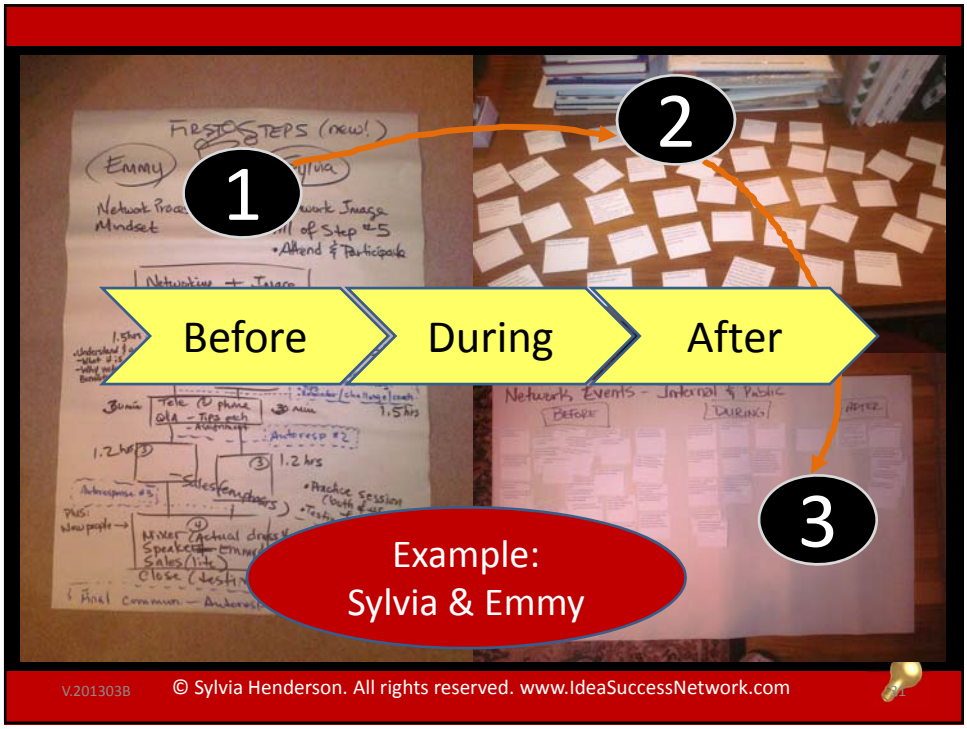
1
2
3
Before
During
After
Example:
Sylvia & Emmy
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Why?
Process works for organizing
Powerpoint slides, too!
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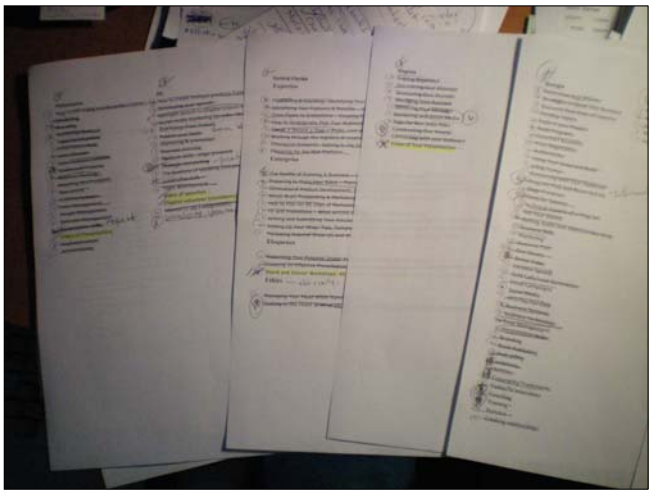
Example: Organizing data

From survey responses to action report



Printout from Excel spreadsheet survey tally

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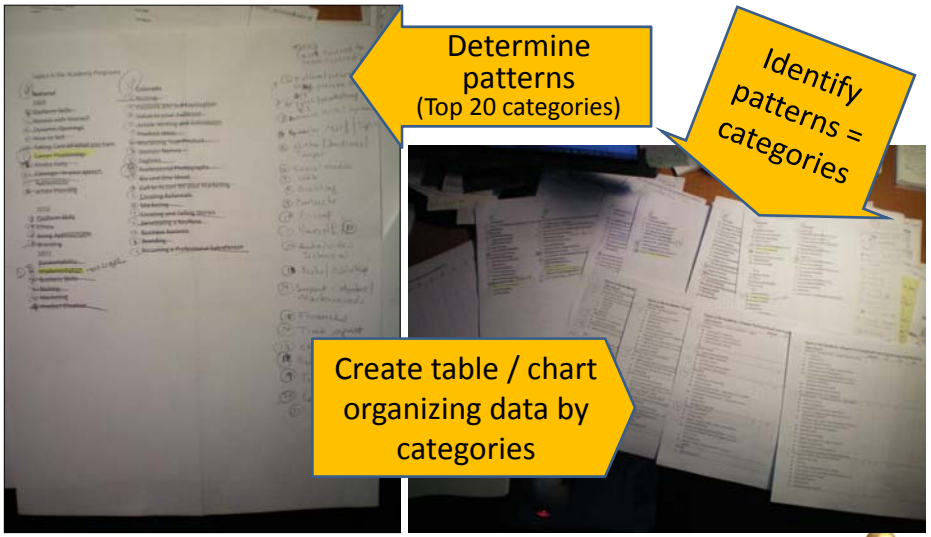
Example: Organizing data *(continued)*



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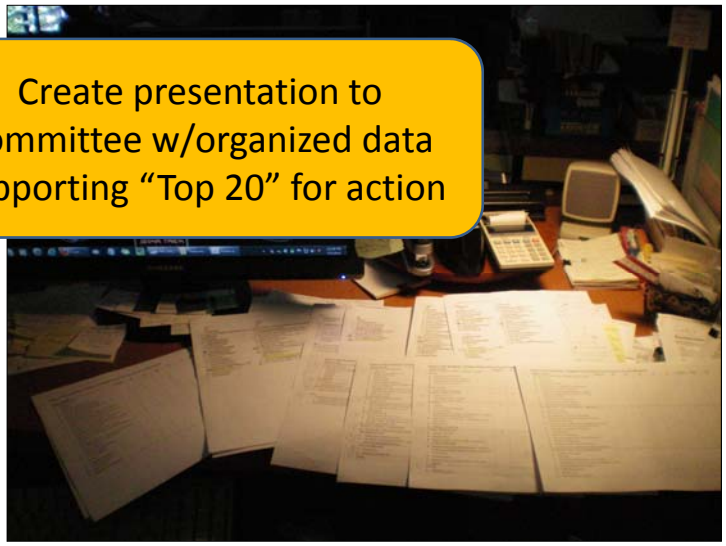
Example: Organizing data *(continued)*



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

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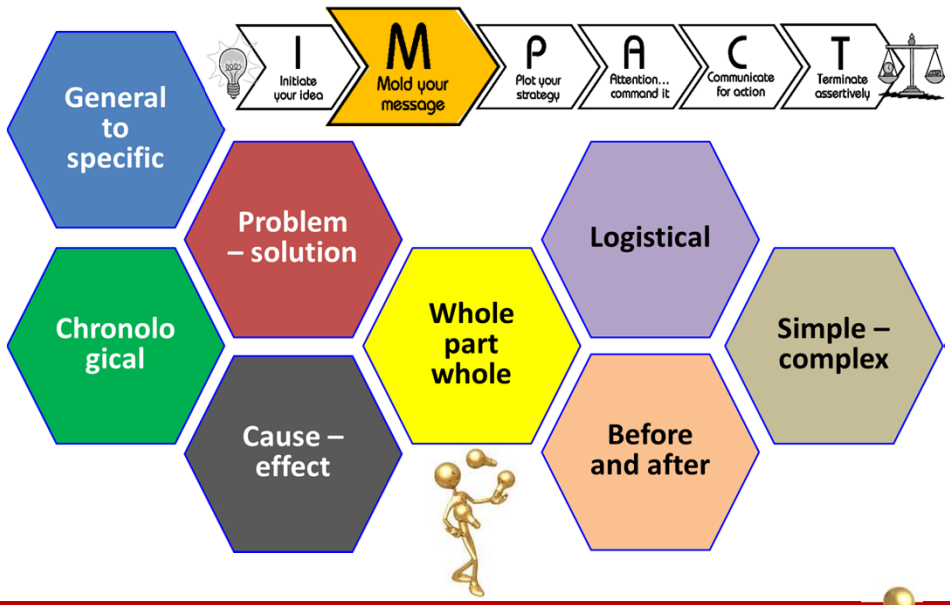

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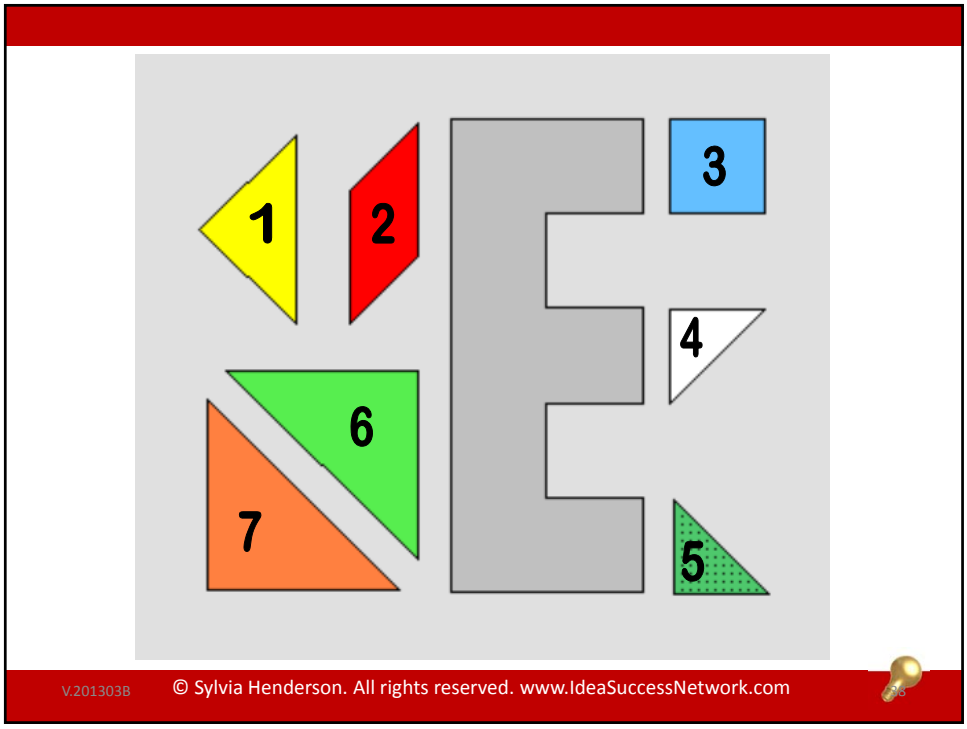
1
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Power of Collaboration!
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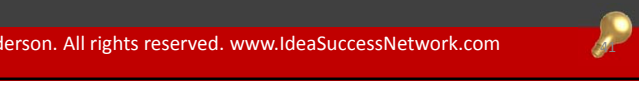

Strategy

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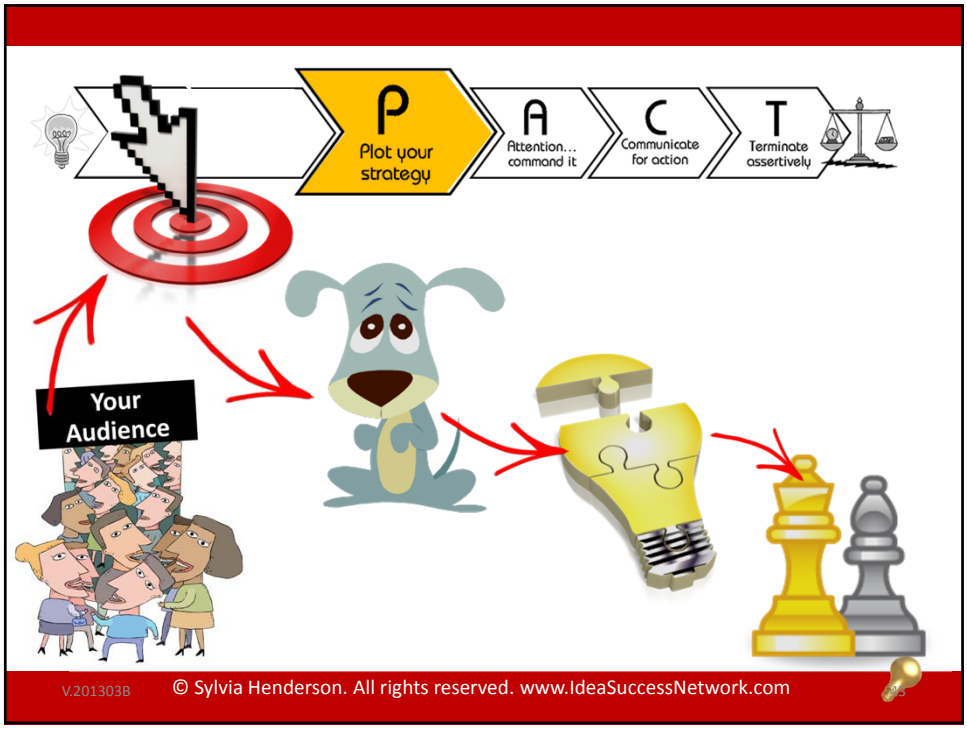
P
Plot your strategy
A
Attention... command it
C
Communicate for action
T
Terminate assertively
Your Audience
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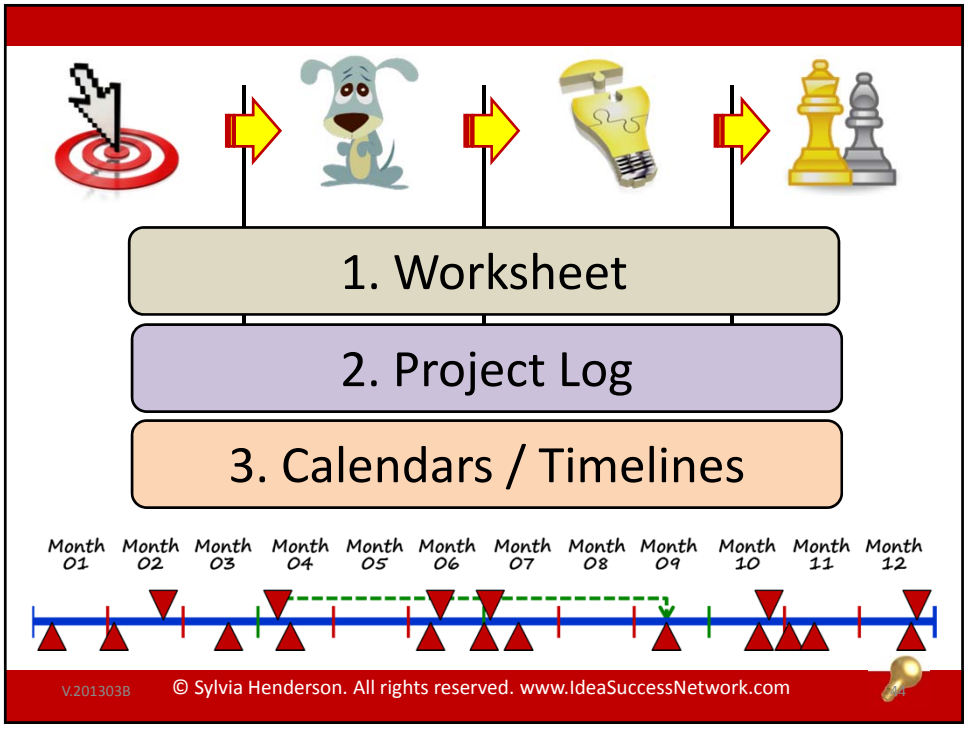
1. Worksheet
2. Project Log
3. Calendars / Timelines
Month 01
Month 02
Month 03
Month 04
Month 05
Month 06
Month 07
Month 08
Month 09
Month 10
Month 11
Month 12
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What	Who	By When	Resources / Dependencies	X
Example: Create a model to demonstrate concept.	SH	yyyy-mm-dd	• Raw materials • Diagram (on napkin from meeting w/PH) • GF available by phone for ???s	

Project Log

Keep track!

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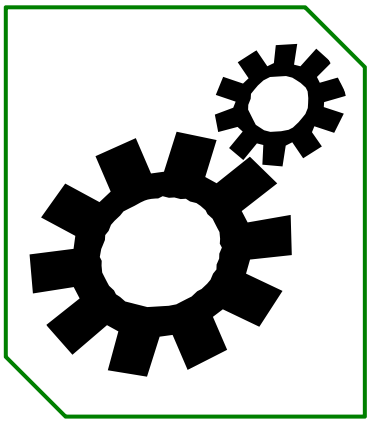

Action

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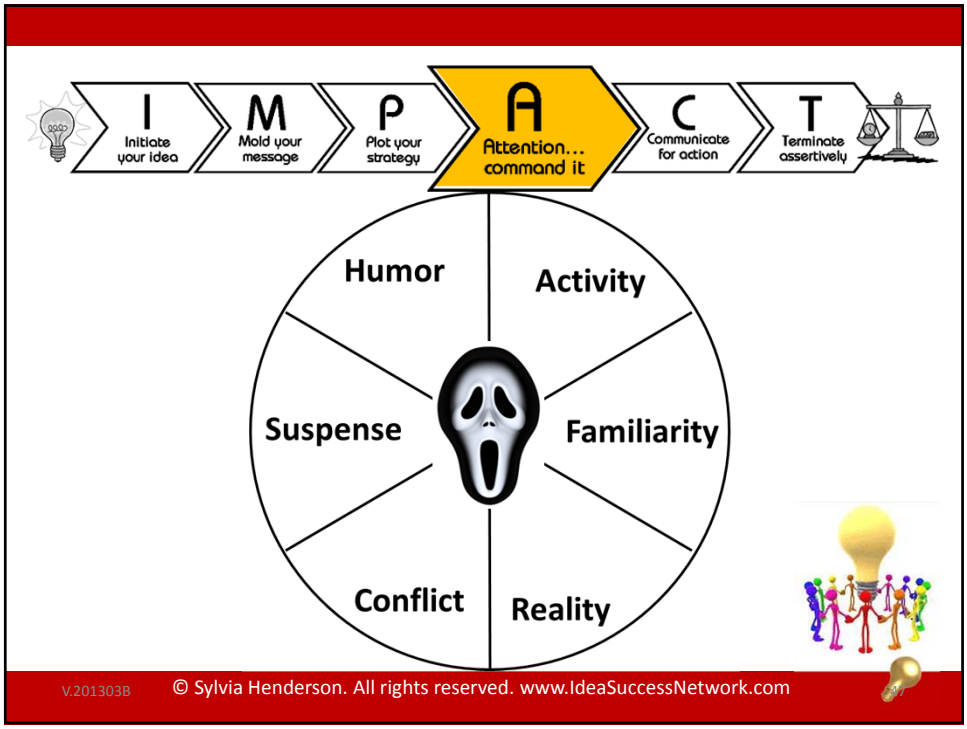
I
Initiate your idea
M
Mold your message
P
Plot your strategy
A
Attention... command it
C
Communicate for action
T
Terminate assertively
Humor
Activity
Suspense
Familiarity
Conflict
Reality
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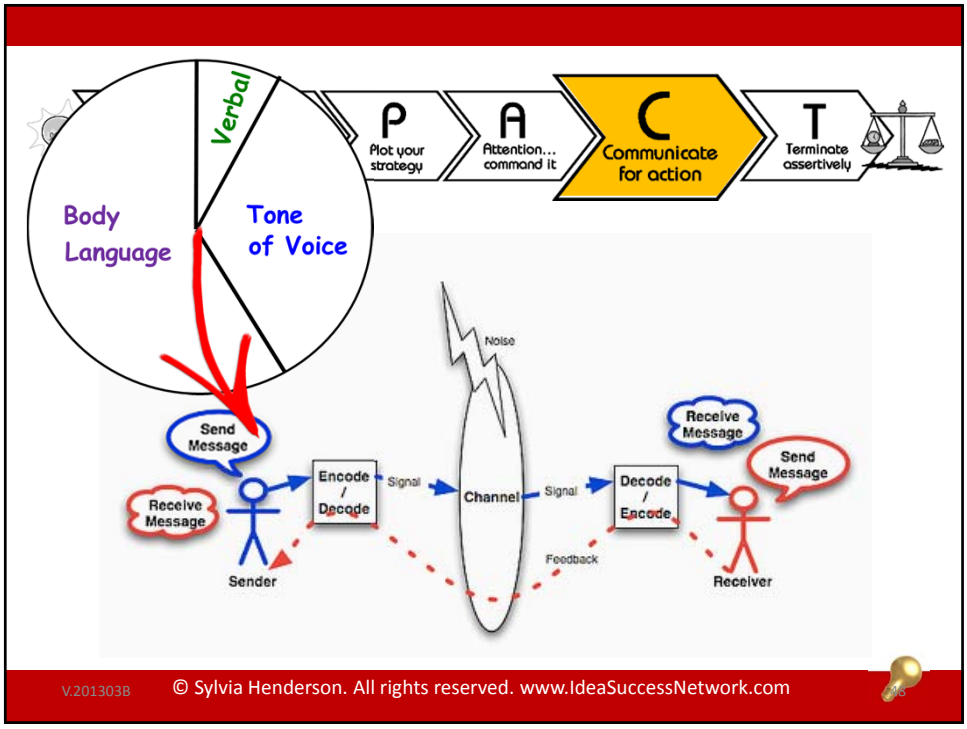
Verbal
Body Language
Tone of Voice
P
Plot your strategy
A
Attention... command it
C
Communicate for action
T
Terminate assertively
Noise
Send Message
Receive Message
Encode / Decode
Signal
Channel
Signal
Decode / Encode
Receive Message
Send Message
Feedback
Sender
Receiver
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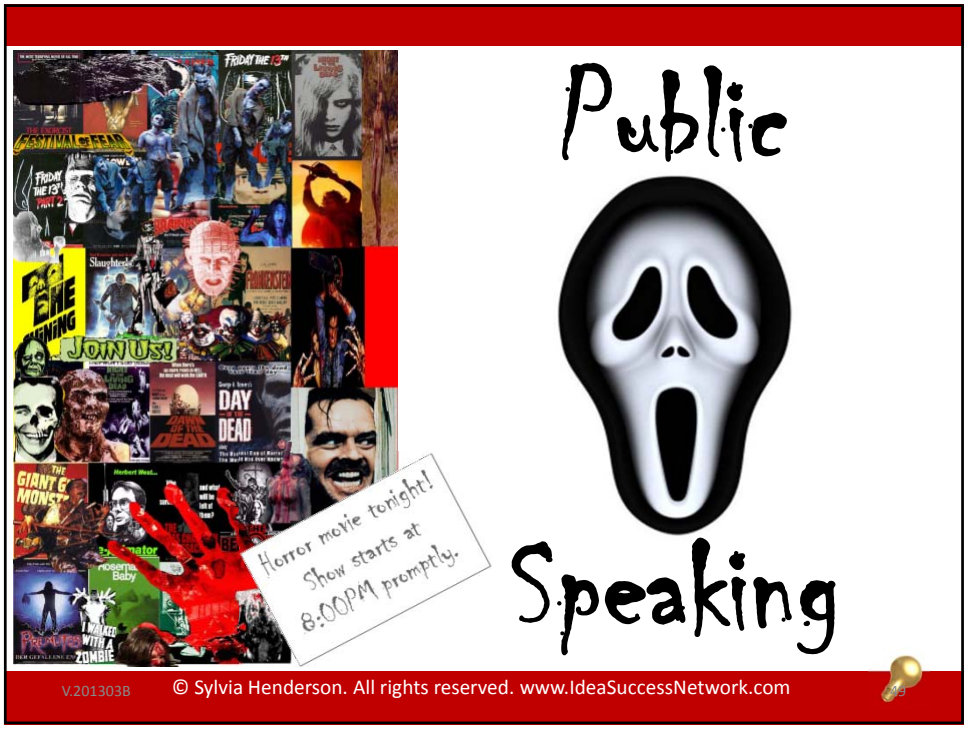
Public
Speaking
Horror movie tonight!
Show starts at
8:00PM promptly.
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Communications – Viral
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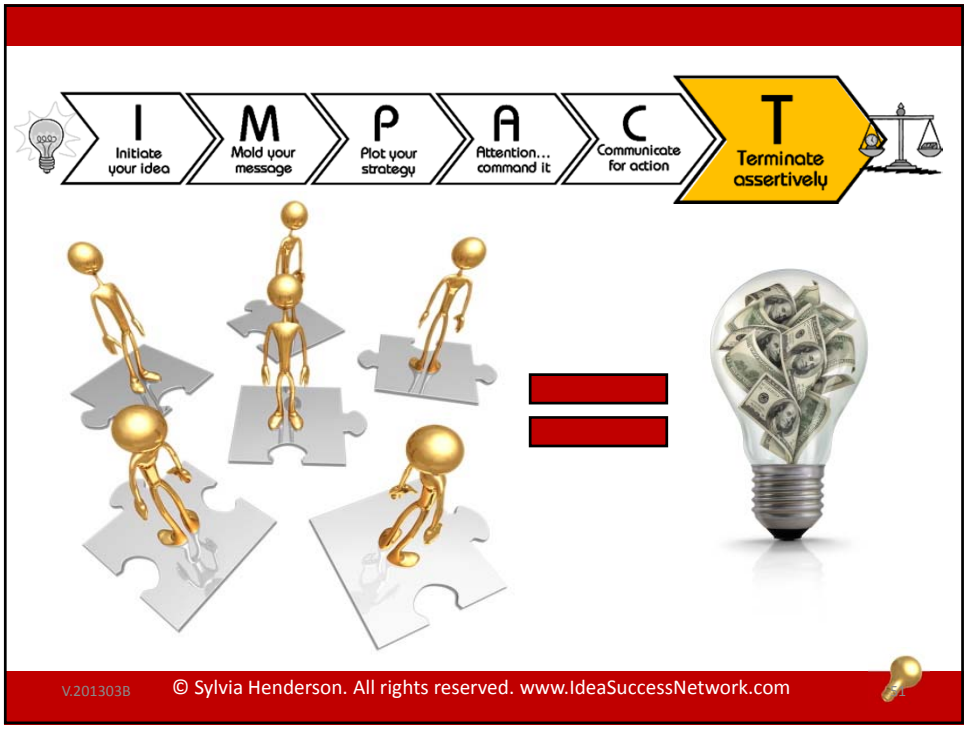
I Initiate your idea
M Mold your message
P Plot your strategy
A Attention... command it
C Communicate for action
T Terminate assertively
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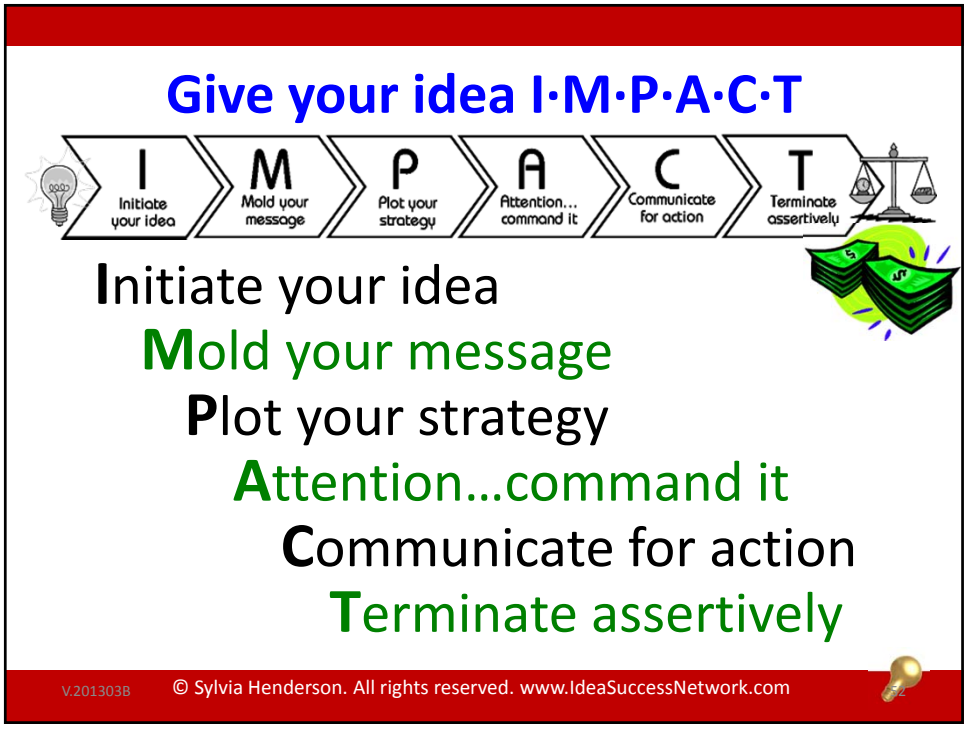
Give your idea I·M·P·A·C·T
I Initiate your idea
M Mold your message
P Plot your strategy
A Attention... command it
C Communicate for action
T Terminate assertively
Initiate your idea
Mold your message
Plot your strategy
Attention...command it
Communicate for action
Terminate assertively
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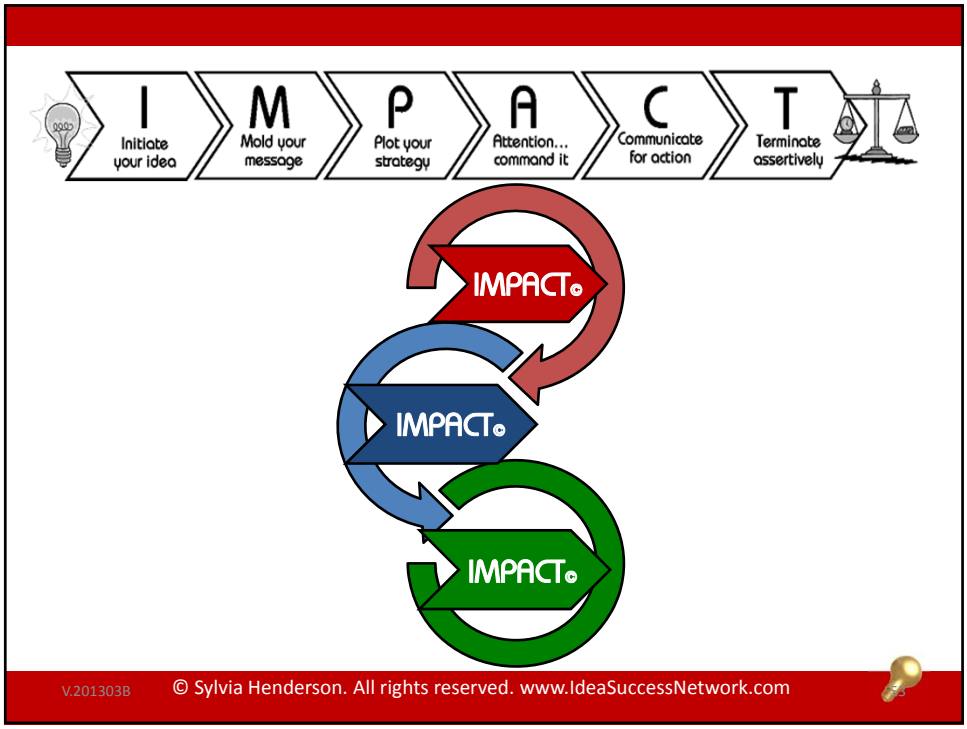
I
Initiate your idea
M
Mold your message
P
Plot your strategy
A
Attention... command it
C
Communicate for action
T
Terminate assertively
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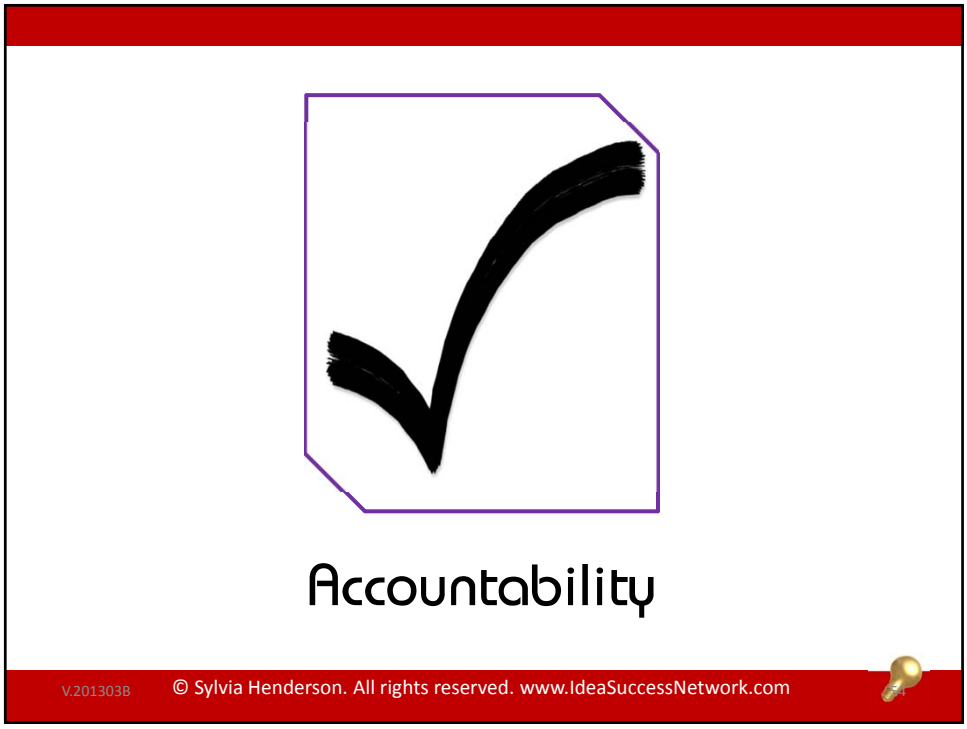
Accountability
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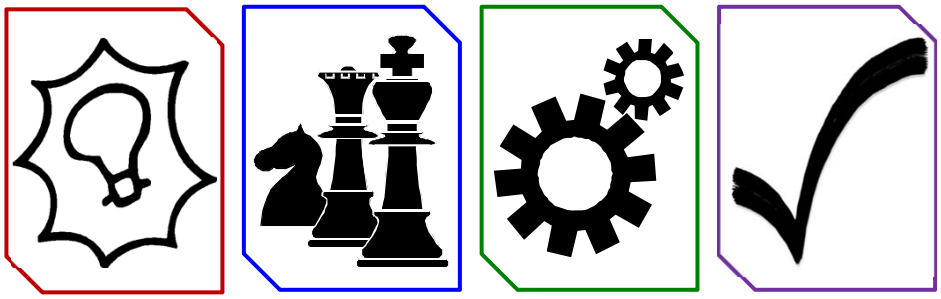

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2.
E-mail: Sylvia@SpringboardTraining.com
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A half-baked idea is okay as long as it's in the oven.
~Author Unknown
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