

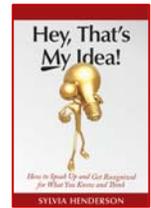


Program Description

Program Length: 2.0 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: from ideas to IMPACT[®]! This program is from Sylvia Henderson, author of the book *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think* that takes you through the IMPACT[®] process she explains in her book, speeches, infoproducts, coaching, and other programs.



In “Hey, That's MY Idea! Position Your Ideas for Profit”, Sylvia walks you through—and has you work on—an actual idea that you bring to the table. You experience Sylvia's collaborative discovery and accountability IMPACT[®] process as well as apply some of the process you your own idea. When you leave **you will have a solid start** on implementing your idea.

In this program you cover the six-stage IMPACT[®] 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 begin the process that can transform your ideas from “in your head” to IMPACT[®] so that you **convert your concepts to ca\$h** and **avoid saying, next time, “Hey, that's my idea”!**

As a program participant, you may download a copy of this Program Reference Manual from:

<http://goo.gl/mgdJR>

**** NOT FOR DISTRIBUTION ****

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About Your Facilitator

Sylvia Henderson helps individuals and teams reveal the power of 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 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[®], Sylvia coaches, speaks, facilitates workshops, leads an annual Idea Success Summit[®], 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). Her passion is getting people to realize and take action on their own "a-ha's!" to make a difference in their lives.



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.
- E-mail: Sylvia@SpringboardTraining.com.
- Connect to Sylvia's blog: www.IdeaConversations.com.
- Get 24:7 access to Sylvia's resources and programs and join her Idea Success Community at www.IdeaSuccessCommunity.com

"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[®]
- 💡 Why?
- 💡 IMPACT[®]
- | | | |
|-----|---|-----------|
| 💡 I | } | Practice |
| 💡 M | | |
| 💡 P | } | Discovery |
| 💡 A | | |
| 💡 C | | |
| 💡 T | | |
- 💡 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?

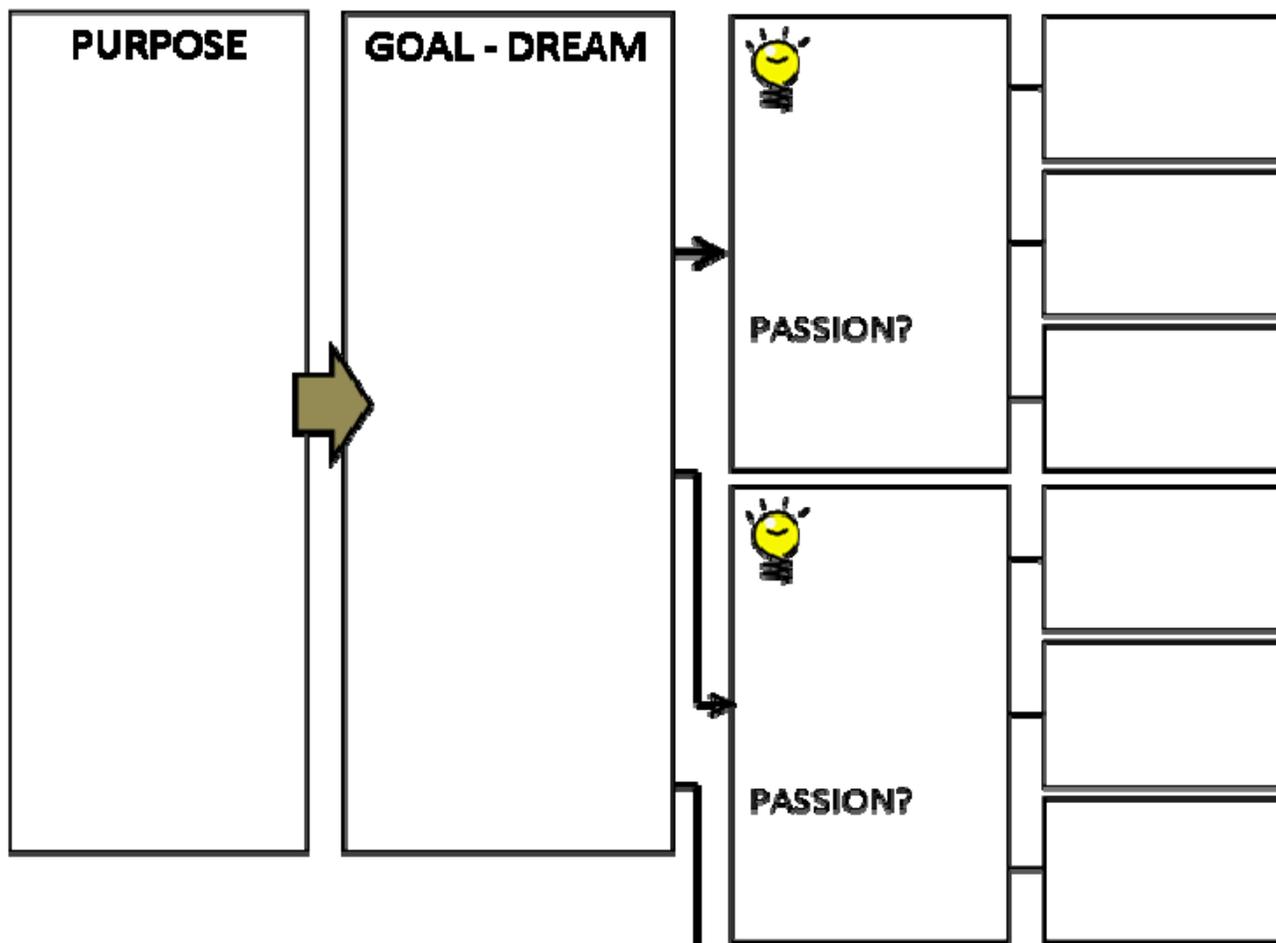


My “Money Idea” – Simplified Decision Tool

| 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





From “In My Head”, to Implementation.



IMPACT[®]

- 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)

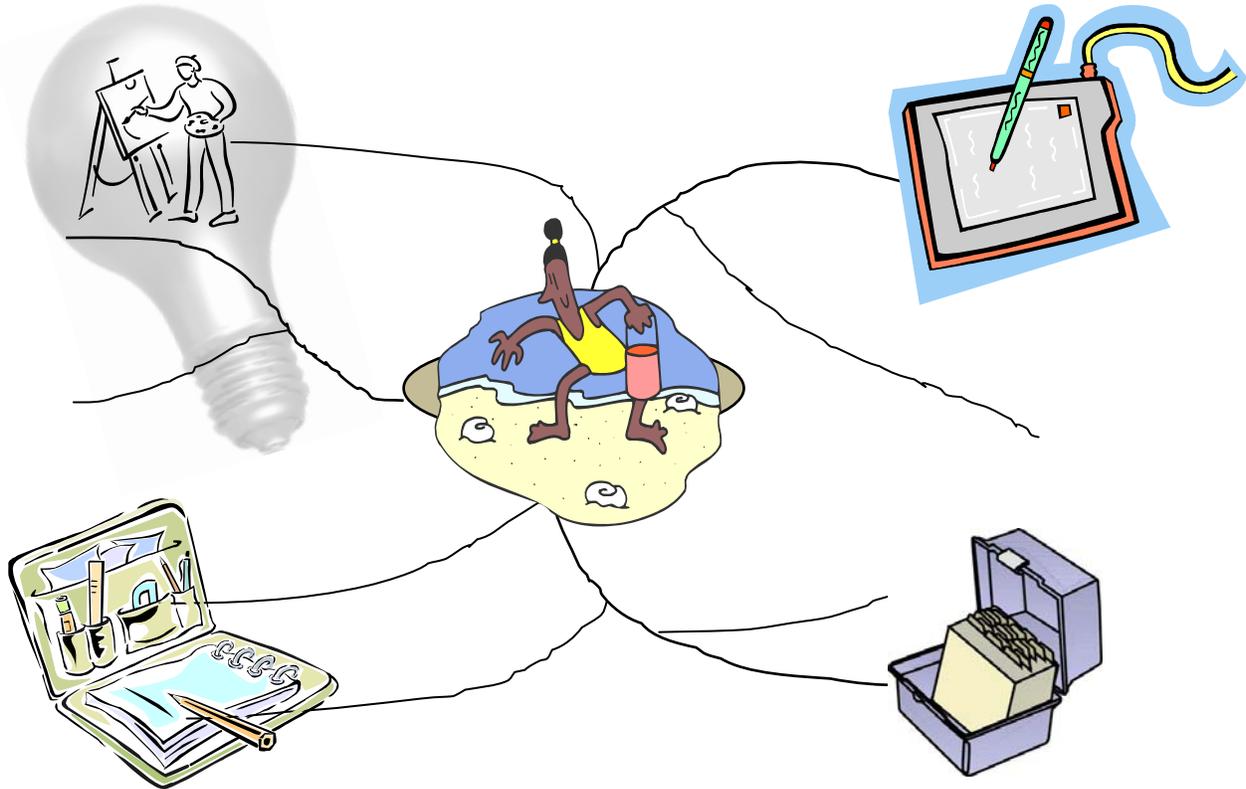
Download reference card from <http://bit.ly/grJW1T>





I_Initiate

Capture your idea details.



Capture & Recording Resources

-
-
-
-
-

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



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 are the costs of keeping your idea to yourself? Of allowing things to continue as they are? |  | 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? |

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

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

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

Idea Evaluation Checklist

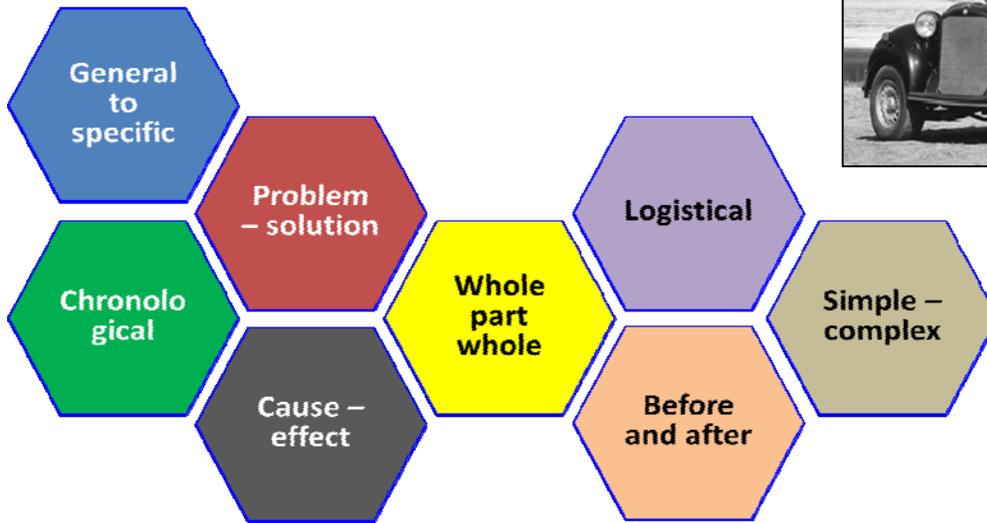
Source: *Entrepreneur Magazine – Princeton Creative Research (Entrepreneur.com/article/81940)*

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

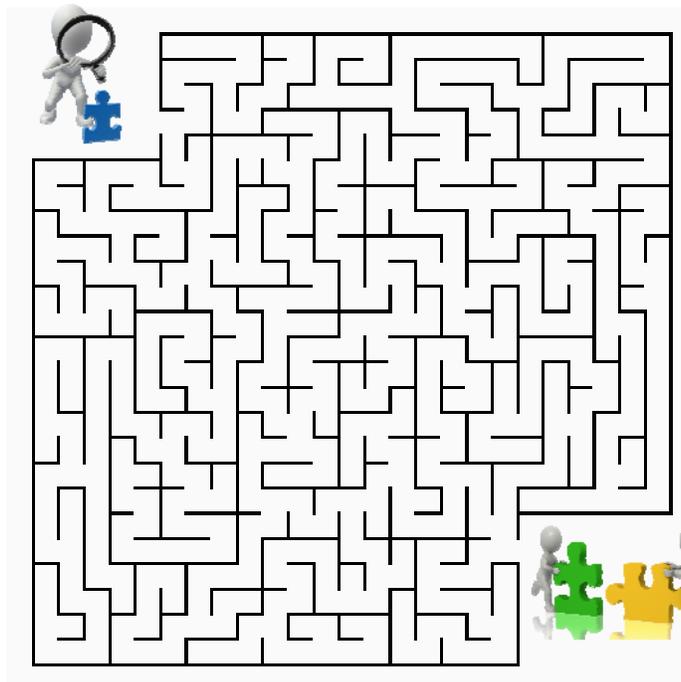
💡 <http://www.jigzone.com/faq/map>

Other brain challenge resources

💡 <http://puzzles.about.com/>

Brain sharpening research and tools

💡 <http://www.lumosity.com/about>

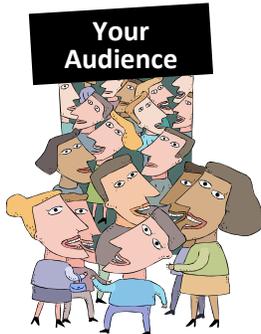


“First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination.”

~ 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)

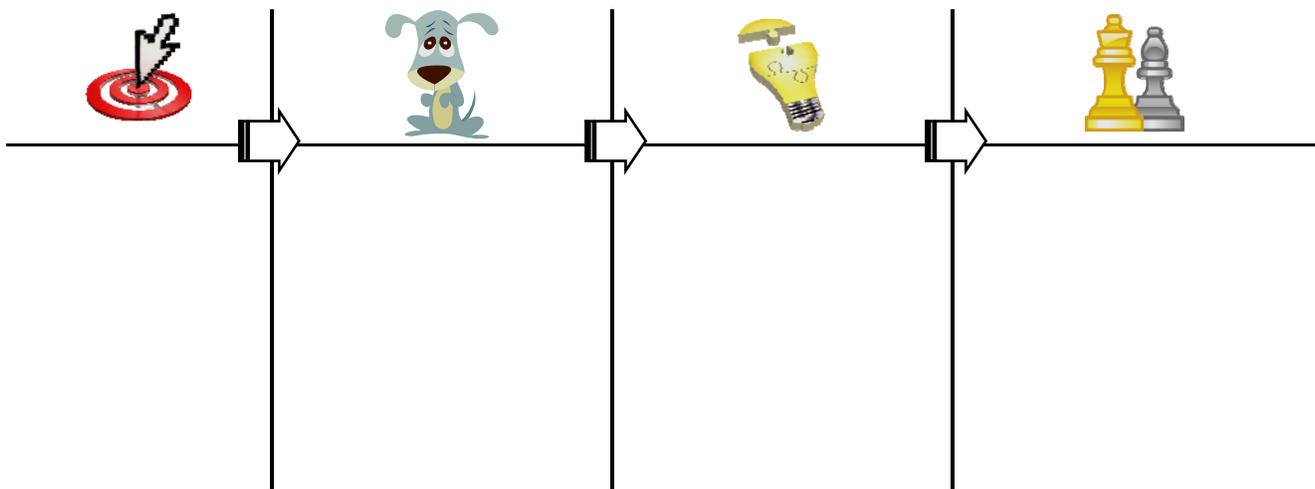
Book Chapter 5
Page 62

Your Audience



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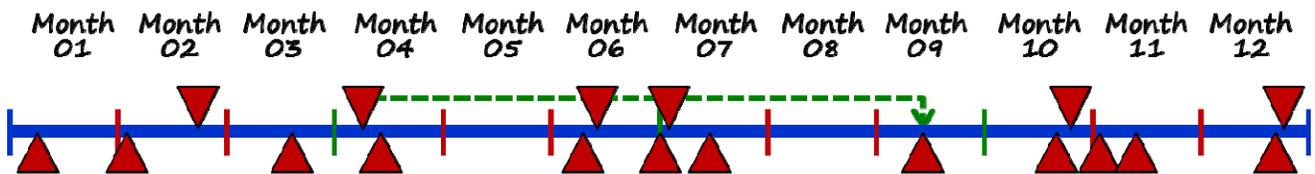
Your Idea Strategy



"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

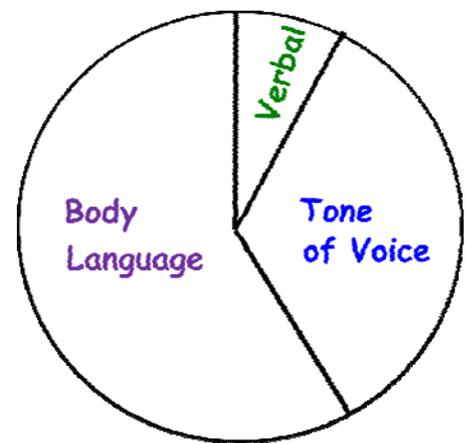
Power communications tips



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.



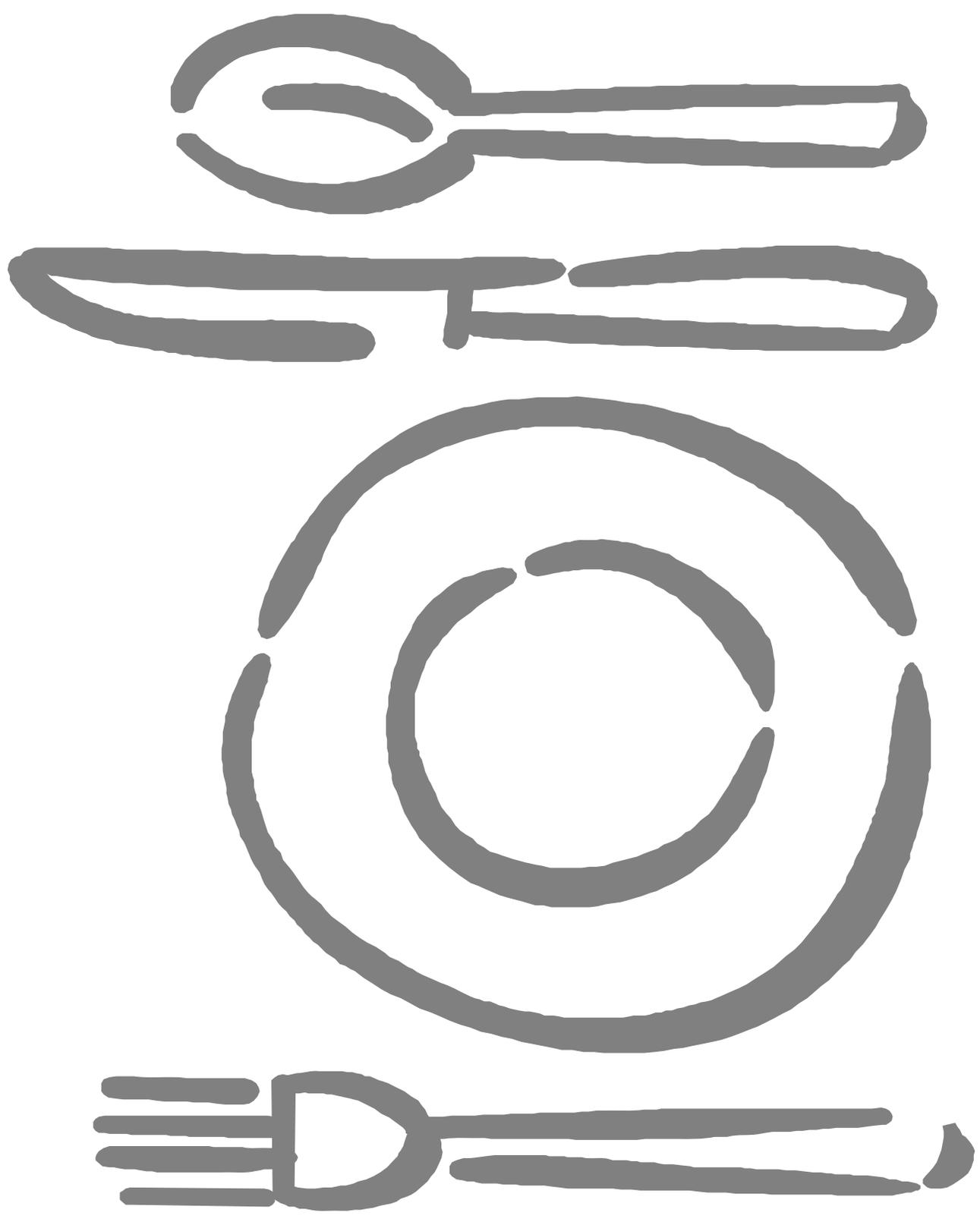
Appendix



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What's on your plate?

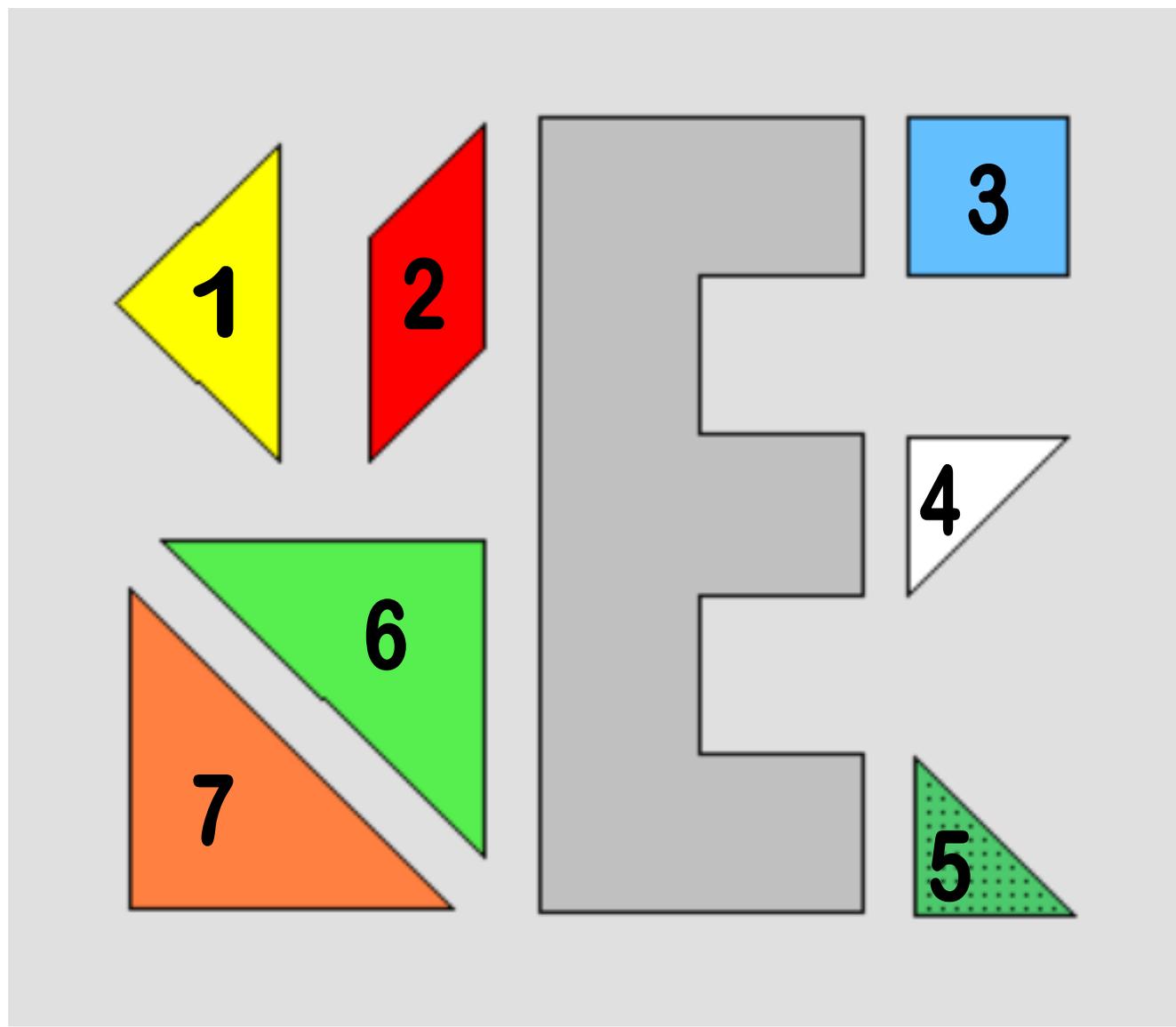




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Collaborative Discovery



Experience the power of your ideas!



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Resources:

🌱 Buy the book!

On-site @ event – \$10.00 cash / check. Online – \$14.97 + shipping

Multiples for your team / gifts – volume discount (charge \$49.00 +)

www.SpringboardTraining.com/products/invest-success

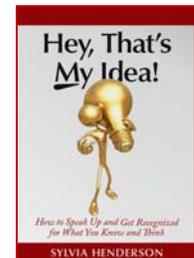
o Downloads and book supports: www.HeyMyIdea.com

🌱 Access to Sylvia, her resources & referrals, continuous learning opportunities, and collaborative community – 24:7:

www.IdeaSuccessCommunity.com



Today On Site
Autographed



“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



Personal Journal

Lined area for writing a personal journal, consisting of 25 horizontal lines.

Blank rectangular area for drawing or additional notes.

“Great ideas often receive violent opposition from mediocre minds.”
~ Albert Einstein, *German Theoretical Physicist (1979-1955)*



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

My Contact Information *(Please Print!)*

Name: _____ E-Mail: _____
 Mail Delivery Address: _____
 Telephone *(Preferred)*: _____ Telephone *(Alternate)*: _____
 Website: _____
 Social Network
(Which One / ID): _____ LinkedIn: _____

- _____ I want to continue to work on my image / personal brand, first impressions, professionalism, and interpersonal skills. Send me your **complimentary monthly e-lessons**.
- _____ I want to attend your **teleseminars and webinars**. Please send me announcements.
- _____ Send me an invitation to your **member development program** for 24:7 access to my personal development resources and continuing education.
- _____ Contact me about **public speaking or business coaching**. *(Business coach on staff.)*
- _____ I want to work with Sylvia Henderson directly. Please connect me with your **coaching program info**.
- _____ I am interested in seeing how we can **collaborate** aspects of our businesses and / or expertise. Let's do breakfast or lunch. PS: I'm buying!

Referrals

Allow others to benefit from our 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. Contact the following and refer to me for an introduction."

Organization Name(s) and Website(s):

Testimonial

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

___ Yes. You may quote me testimonial.



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Idea Success Network – Programs 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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IDEA SUCCESS NETWORK

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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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