

# Over-Thinking & Under-Doing:

I've Got to Finally Get Things Done!

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Sylvia Henderson, Facilitator  
[www.IdeaSuccessNetwork.com](http://www.IdeaSuccessNetwork.com)



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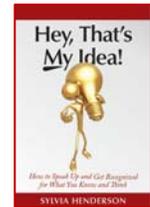


## Program Description

**Program Length: 3.0 Hours**

You know that idea that's been rolling around in your head keeping you awake at night and haunting you in the shower...the one you think is your "money idea"? It's your constant companion and your idea just won't go away. You want to do something about it, but for some reason you're stuck on making it a reality. Happens to me a lot and I've worked through a system that works for my clients, students, and me every time. I share it with you in this program to help you get unstuck because I know what's going through your head.

Now you can move from idea to implementation and build your bank account with your results! Sylvia Henderson, author of the book *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think*, takes you through the collaborative discovery and accountability process she explains in her book, live and online programs, coaching, and special events to help you do so.



In "Over-Thinking & Under-Doing" Sylvia walks you through—and has you work on—an actual idea (or intention or plan) that you bring to the table. You get powerful strategies and proven tools you can apply to your ideas right away that help you overcome the fear, anxiety, and disappointment of inaction. The process works with just about any idea so you can see true results.

From the interactive, hands-on live event you take away:

- 💡 **The value of your idea(s) and the motivation** to make them your reality.
- 💡 **A system that gives you consistency and comfort** with putting your ideas into action, every time.
- 💡 **Relationships and resources** that help you make better decisions and take more-effective (and profitable) actions.

From the webinars that follow the live event you will take away:

- 💡 **An overview (or review) of the IMPACT<sup>®</sup> process** that gives you consistency and comfort with putting your ideas into action, every time.  
NOTE: This reinforces what is covered in the live event so that it sticks with you, or in case you cannot make the live event.
- 💡 **Ways you can communicate your ideas more powerfully and effectively** so that you get better support for getting things done.
- 💡 **A fail-safe method for integrating your ideas into the rest of your life** so that you can balance the new demands of your ideas with the current demands of your professional & personal life.

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 action** with your ideas...for profit and purpose!



## About Your Facilitator

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

Using her systematic process she developed called IMPACT<sup>®</sup>, Sylvia consults with, counsels, and guides you so you can build up your bank account from the results of your ideas. She is the author of *Hey, That's My Idea! How to Speak Up and Get Recognized for What You Know and Think* as well as 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.

In her "spare time" Sylvia occasionally tools around town on her motorcycle. She rides roller coasters for fun and relaxation. She lives and is based in Olney, MD.



**IDEA SUCCESS  
NETWORK**

**Connect** with Sylvia to stay in action and participate in a community that supports you as you implement your ideas. Learn about continual learning opportunities & programs, and get 24:7 access to trusted resources that lower the risk of your implementation efforts – many that you can immediately apply to your business and/or life. 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).

"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)



### Special guest trainer April 16: Trevor Otts.

Author, *B.R.O.K.E.: Marketing That Makes Cents*  
[www.brokesystems.com](http://www.brokesystems.com)

Co-founder of The Basement Crew. [TheBasementClubLive.com](http://TheBasementClubLive.com)  
Presenting his "OneCent Marketing System" as a tool to help you communicate your ideas so you convert your concepts to cash!





### 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


**SAVE THE DATE!**  
**2<sup>nd</sup> Annual Idea Success Summit**

October 18-through-20, 2013  
 Baltimore MD metro area (near BWI)  
 Sylvia Henderson, Facilitator / Trainer

3 full days!  
 Hands-on. Intensive. Collaborative.

### Importance | Benefits... Why?



WIIFM?

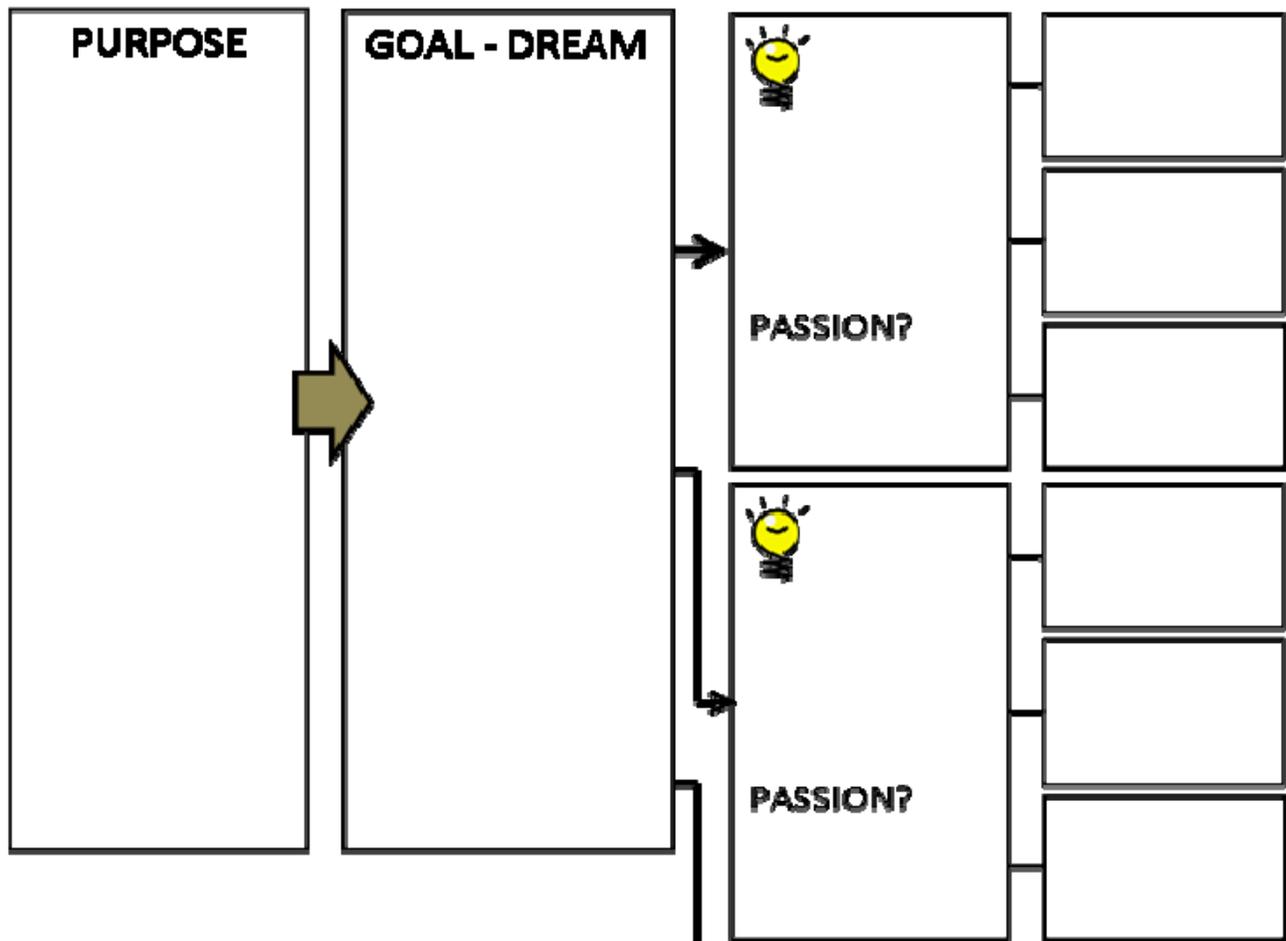


### My “Money Idea” – Simplified Decision Tool

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)

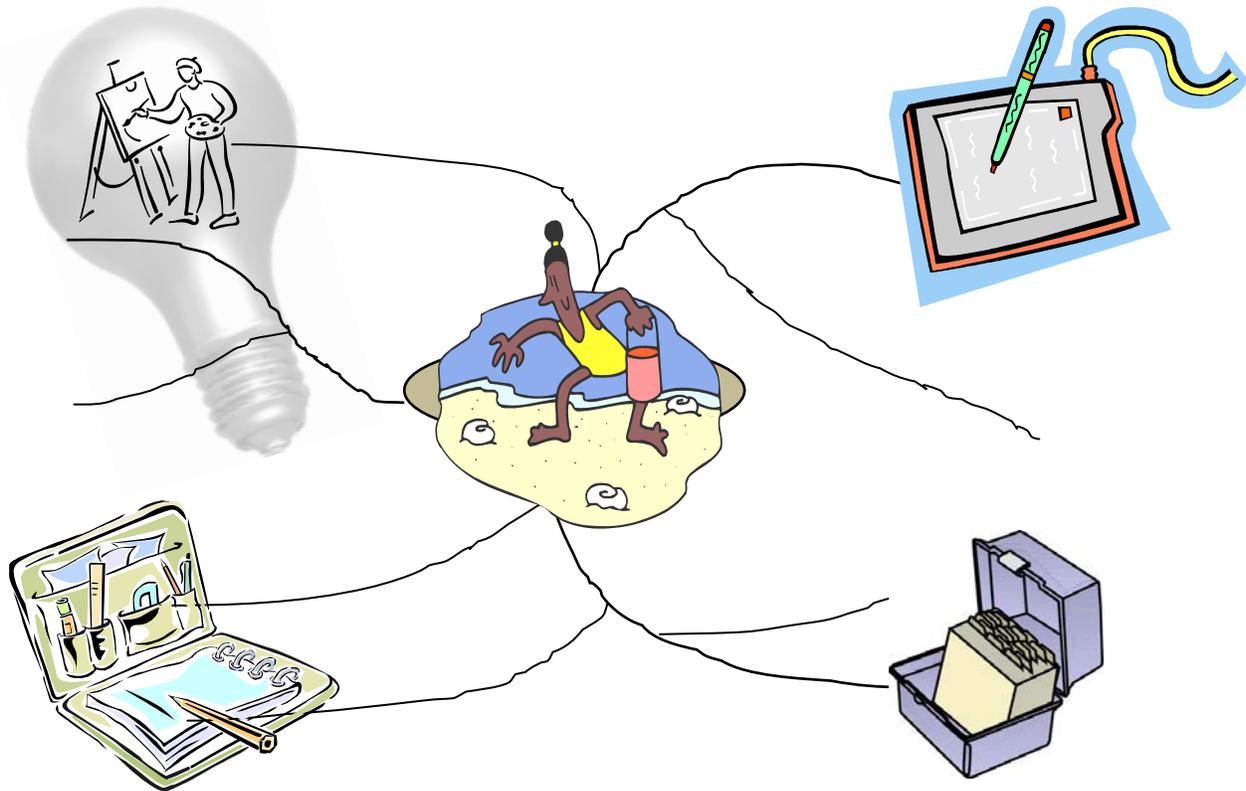
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## I\_Initiate

Capture your idea details.



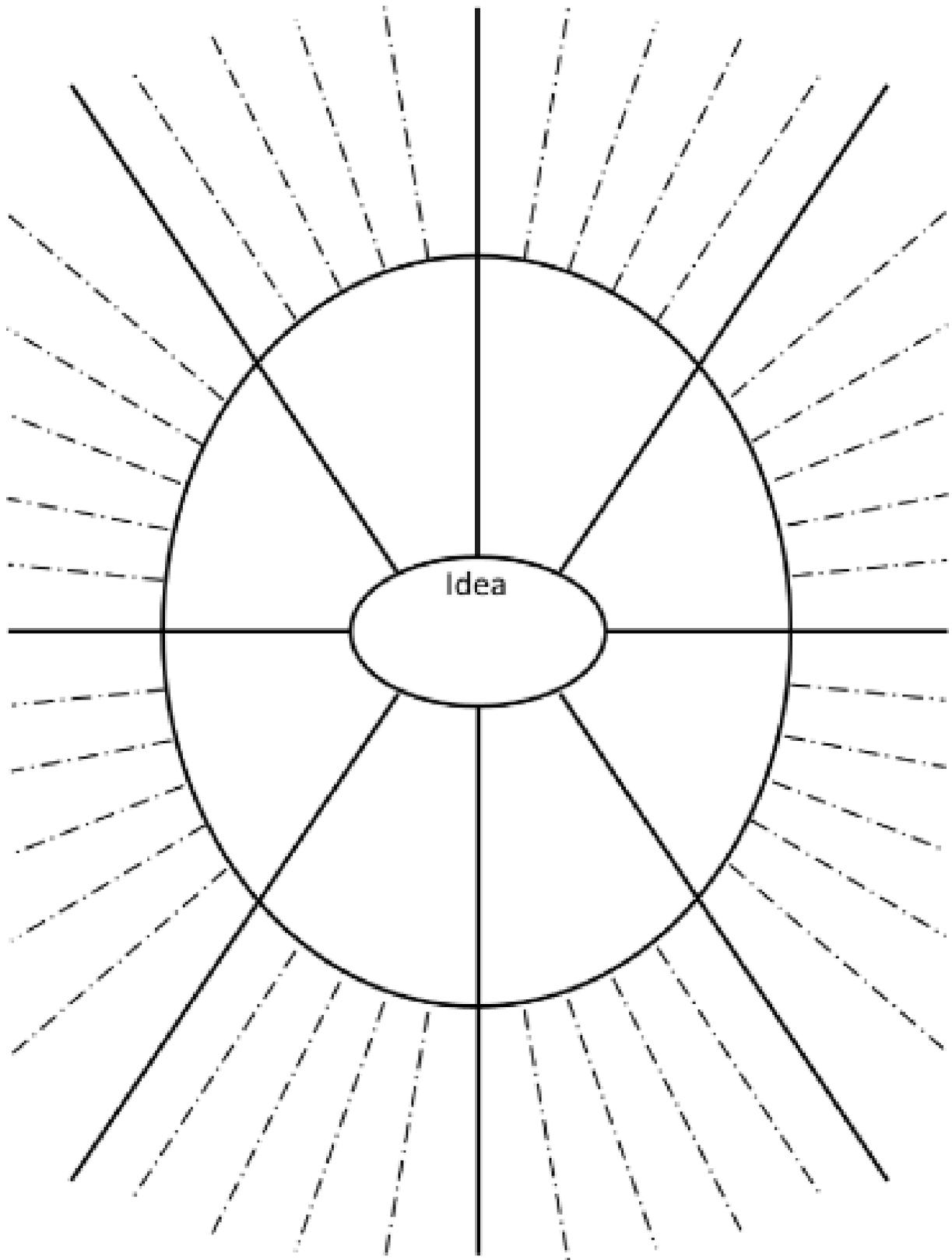
### Capture & Recording Resources

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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)



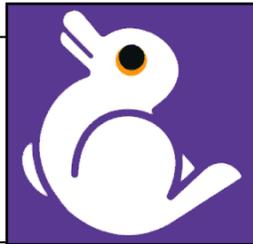
### Capture Idea Details – Idea Starburst





**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**

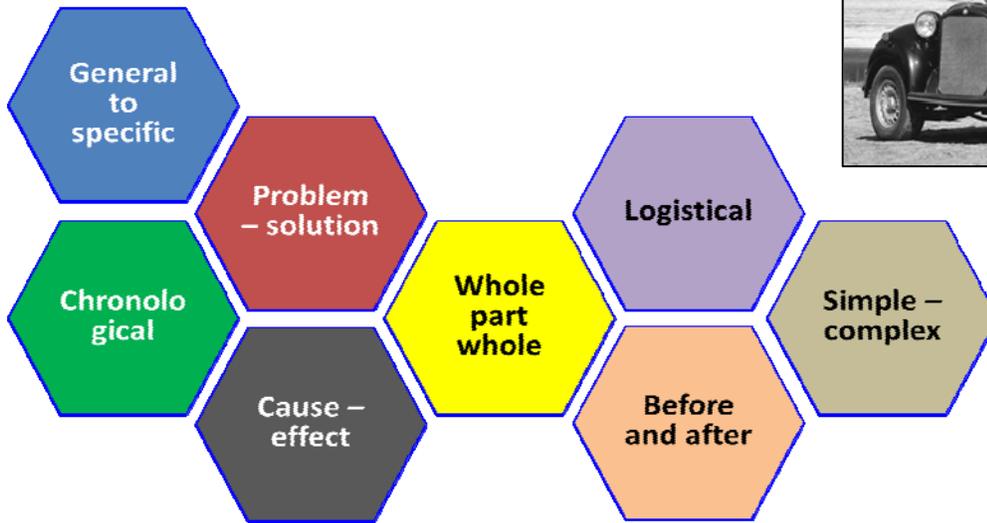
Source: Entrepreneur Magazine – Princeton Creative Research ([Entrepreneur.com/article/81940](http://Entrepreneur.com/article/81940))

- 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>

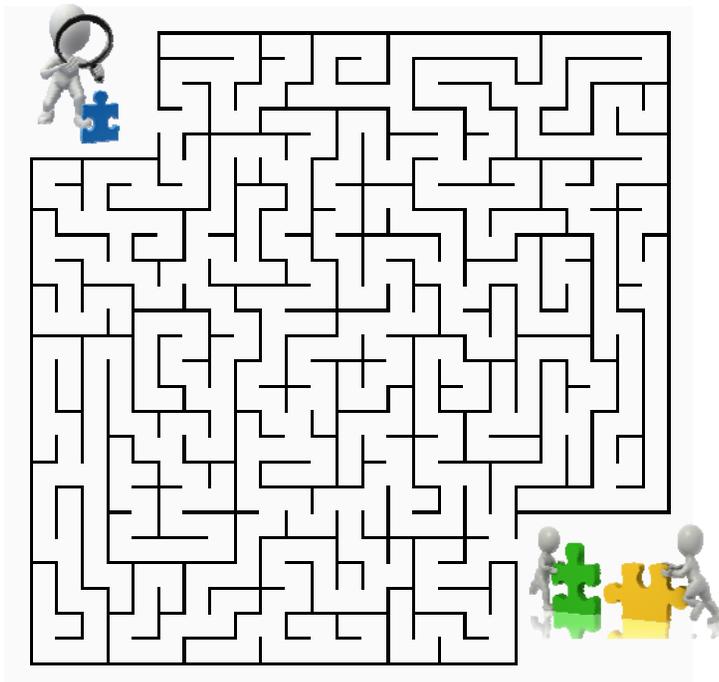
💡 <http://www.jigzone.com/faq/map>

### 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)

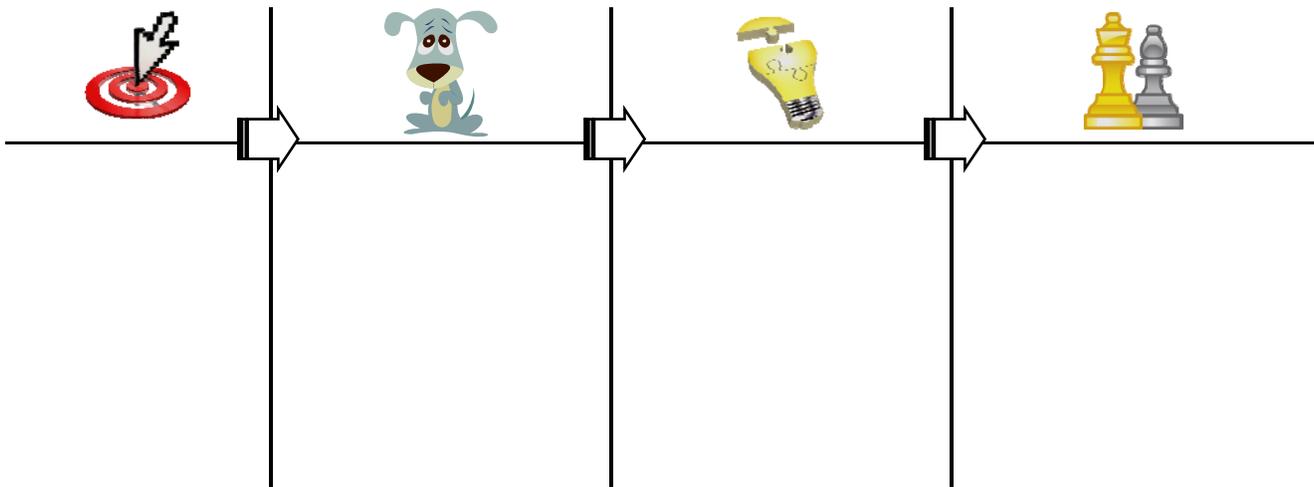


- ? Target users / benefactors of your idea.
- ? Target buyers / supporters of your idea.
- ? Needs? Think? Excite? Worry? Turn off?
- ? How can you get them to...  
Listen? Care about? Support? Create a “buzz” – make viral?
- ? Mentors? Supporters? Financial backing? Suppliers? Partners?  
Support network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

### Your Audience



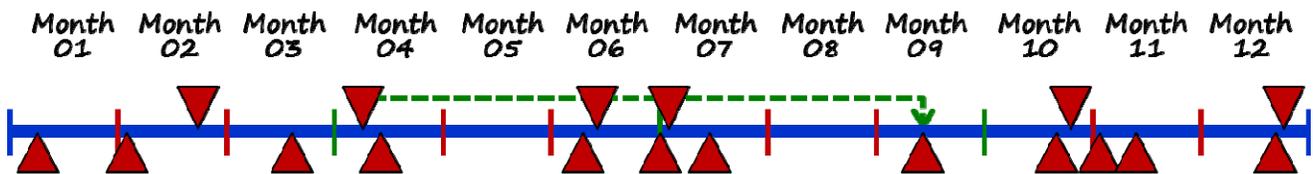

### Your Idea Strategy



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



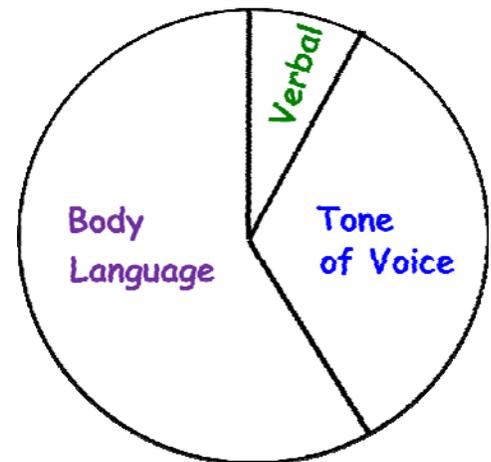
## Time Line



## A\_Attention & C\_Communicate

Power communications tips

- ⚡ 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

“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

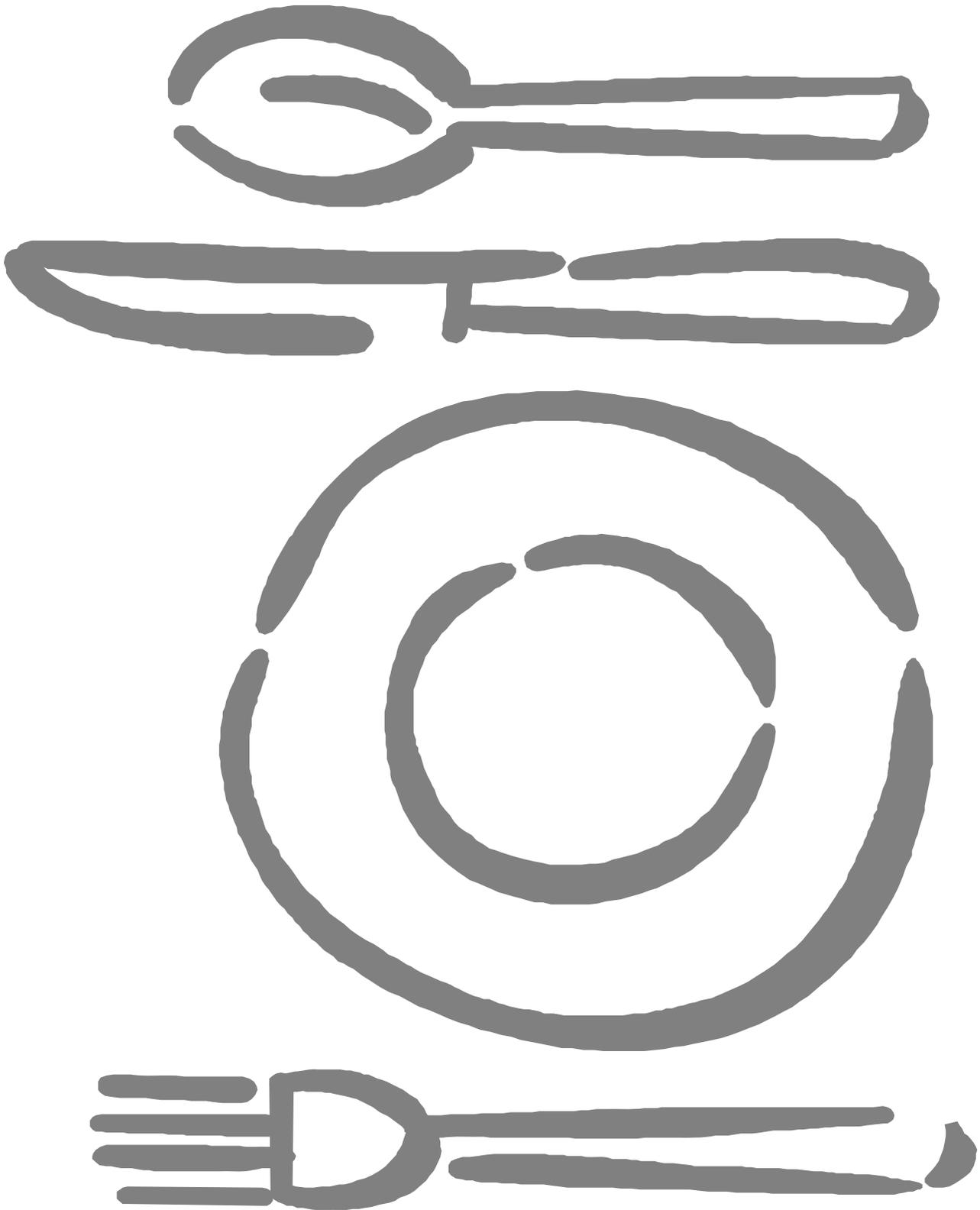
Founder and creator of “Pong” video game, Atari, and Chuck E. Cheese Restaurants  
Trivia note: Bushnell gave Steve Jobs a job at Atari, paving the way to Apple Computers.



# Appendix

“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)







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### 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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## IDEA SUCCESS NETWORK

**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.)*

First Name:

Last Name:

Email:

**Engage!**

We respect your [email privacy](#)

**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** and return this support sheet to me before you leave today. Thank you!

### Contact Information (Please Print!)

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

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

Website: \_\_\_\_\_

\_\_\_\_\_ Subscribe me to your **Idea Success Notes** (bi-monthly tips & strategies for implementing ideas)

I want to be a part of your **Idea Success Community** – your **membership program** for 24:7 access to your learning center, implementation resources, continuing education, collaborative community, and Sylvia Henderson in a group setting.

\_\_\_\_\_ I want to **work with Sylvia Henderson directly**. Please follow up with me to schedule a 20-minute strategy session by telephone to explore this option.

### Referrals

Help others to benefit from Sylvia's "Ideas" programs and your experiences.

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

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

### Testimonial

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

"My take-away from this program includes..."

"I recommend this program because..."

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