

# From Ideas, to IMPACT®:

Get Out of Your Head & Into  
Action With Your Ideas!

An "Idea Success" Program  
From Sylvia Henderson



IDEA SUCCESS  
NETWORK

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

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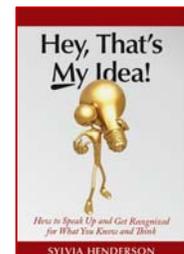


## Program Description

**Program Length:** 4.5 Hours (3 Modules)

As an entrepreneur or business owner, someone who aspires to be one, a professional running a practice, a service provider, a consultant, a coach, or a leader in your organization, 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 her **design thinking-based IMPACT® process** she explains in her book, speeches, information products, coaching, and other programs.



In this program, Sylvia walks you through—and has you work on—an actual idea (or ideas) that you bring to the table. You will apply her six-stage process to your own situation throughout the program so that when you leave **you will be in radical action** to implement your great ideas.

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

- 💡 **Determine the importance of your idea** and what it means to you – professionally and personally;
- 💡 **Identify your “money idea”** on which to focus your time and energy;
- 💡 Realize 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 and review **presentation and communications tips** that help you to **garner the support you need** for implementing your idea; and
- 💡 **Identify your “next steps”** for continuing your idea journey **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® so that you **turn your dreams into dollar\$, convert your concepts to ca\$h** and **avoid saying, “Hey, that’s my idea”** when you see that someone else has taken action on an idea you thought of first!



## About Your Program 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®, 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 an EPNET Legacy Professional Speaker; 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: Use the “CONTACT” tab.
- 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)



### Agenda

- 💡 Opening / logistics
- 💡 Introduction / overview – Ideas-to-IMPACT<sup>®</sup>
- 💡 Why?
- 💡 IMPACT<sup>®</sup>
- 💡 I }
- 💡 M }
- 💡 P }
- 💡 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?



## What's Your Impact?

To yourself. Bottom line. Finances. Career. Job. Business. Non-profit. Organization.  
Family. Friends. Strangers. Colleagues. Peers. Children. Neighbors. Community. Nation.  
World. Society. Pets. Animals. ????

I

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M

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P

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A

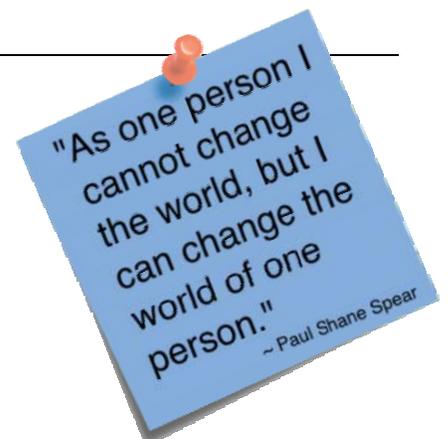
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C

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T

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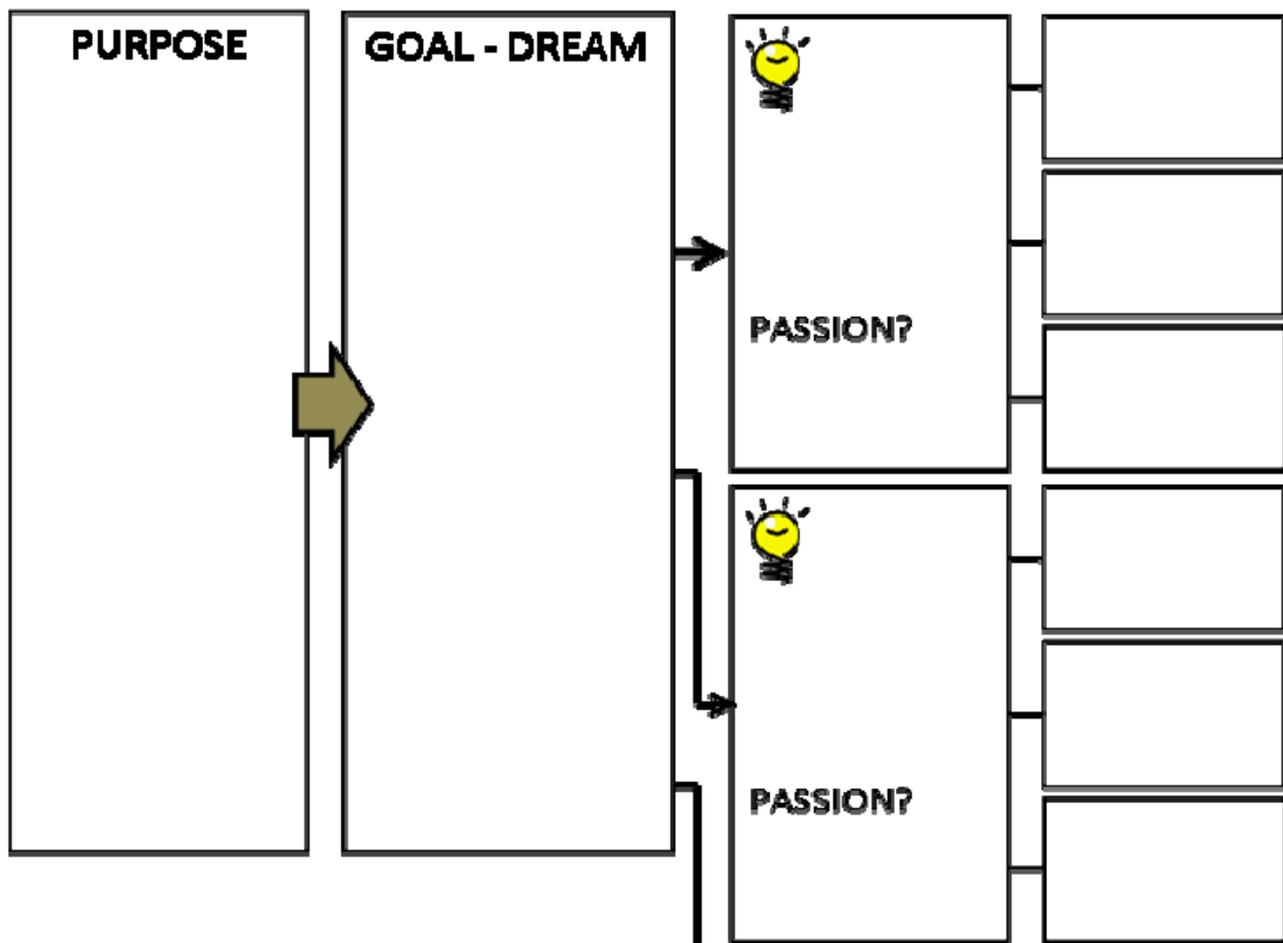


### My “Money Idea” – Simplified Decision Tool

| 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><br>- or -<br><b>Idea</b>   | <b>Strengths</b>     | <b>Weaknesses</b> |
|   |                      |                   |
|   | <b>Opportunities</b> | <b>Threats</b>    |
|   |                      |                   |
| <b>Decision:</b>  |                      |                   |
| <b>Additional Notes:</b>  |                      |                   |
|  |                      |                   |



From “In My Head”, to Implementation



**I**

**Initiate Your Idea.**

- Decisions! Choose the idea of greatest import.
- Ideate. Get details out of your head.
- Apply critical and creative thinking techniques.

*Capture details.*

**M**

**Mold Your Message.**

- Take inventory of reasons, data, and facts.
- Edit them down to their essence.
- Organize the elements for persuasion.
- Clear it up, write it down.

*Organize. Structure.*

**P**

**Plot Your Persuasive Strategy.**

- People are the key element
- Use persuasive sales strategies to “sell” your idea (even if it is not for sale) and get people to take action.

*Determine your implementation strategy.*

**A**

**Attention...Command It.**

- Employ appropriate attention-grabbing strategies.
- Assimilate the norms for your organization.
- Interrupt when warranted.
- Redirect if necessary.

*Get people to listen to—and hear—your idea.*

**C**

**Communicate for Action**

- Listen purposefully.
- Employ positive verbal and nonverbal techniques.
- Integrate effective presentation skills.
- Communicate your idea message & self powerfully.

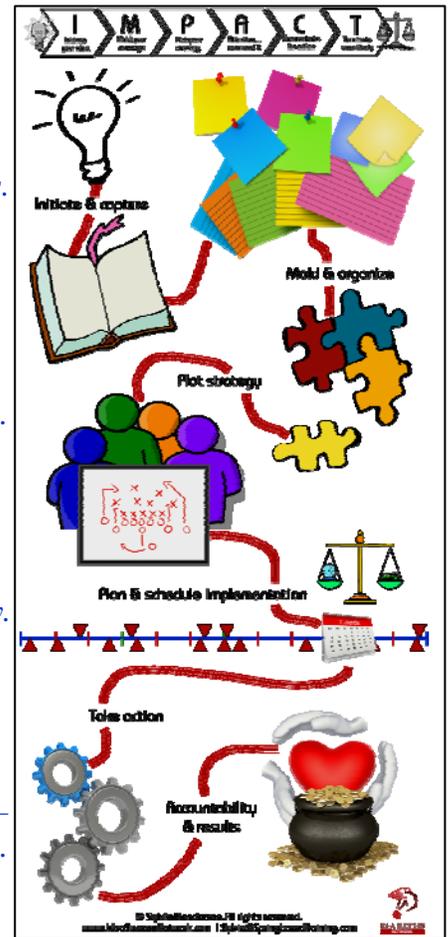
*Communicate effectively.*

**T**

**Terminate assertively.**

- Schedule the *next move*; make your call for action.
- Make the tone commensurate to the request.
- Be gracious and great-full!

*Tell what you want/need. Get commitments.*



Download a full-page version of this infographic from [http://bit.ly/IMPACT\\_infographic01](http://bit.ly/IMPACT_infographic01)



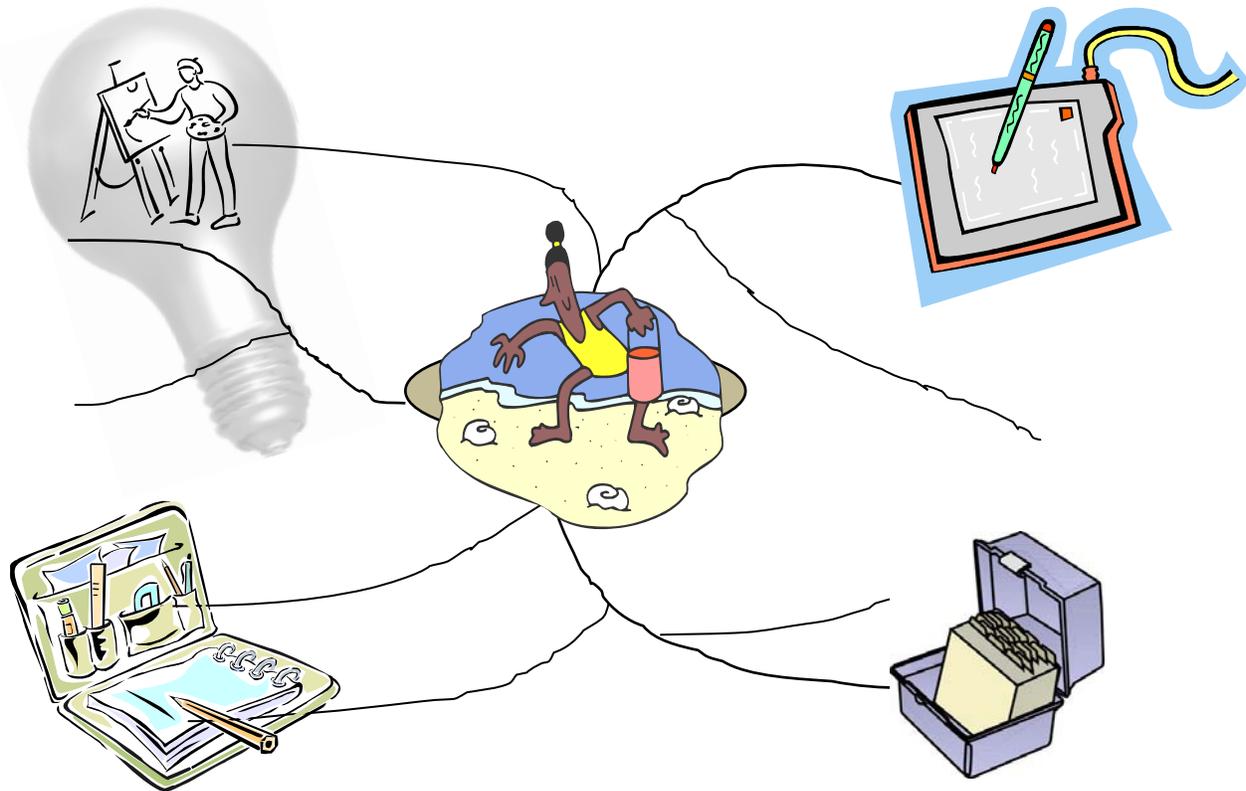
“It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things.”  
~ Leonardo da Vinci





## I\_Initiate

Capture your idea details.



### Capture & Recording Resources

- 
- 
- 
- 
- 

#### “My Idea Journal”

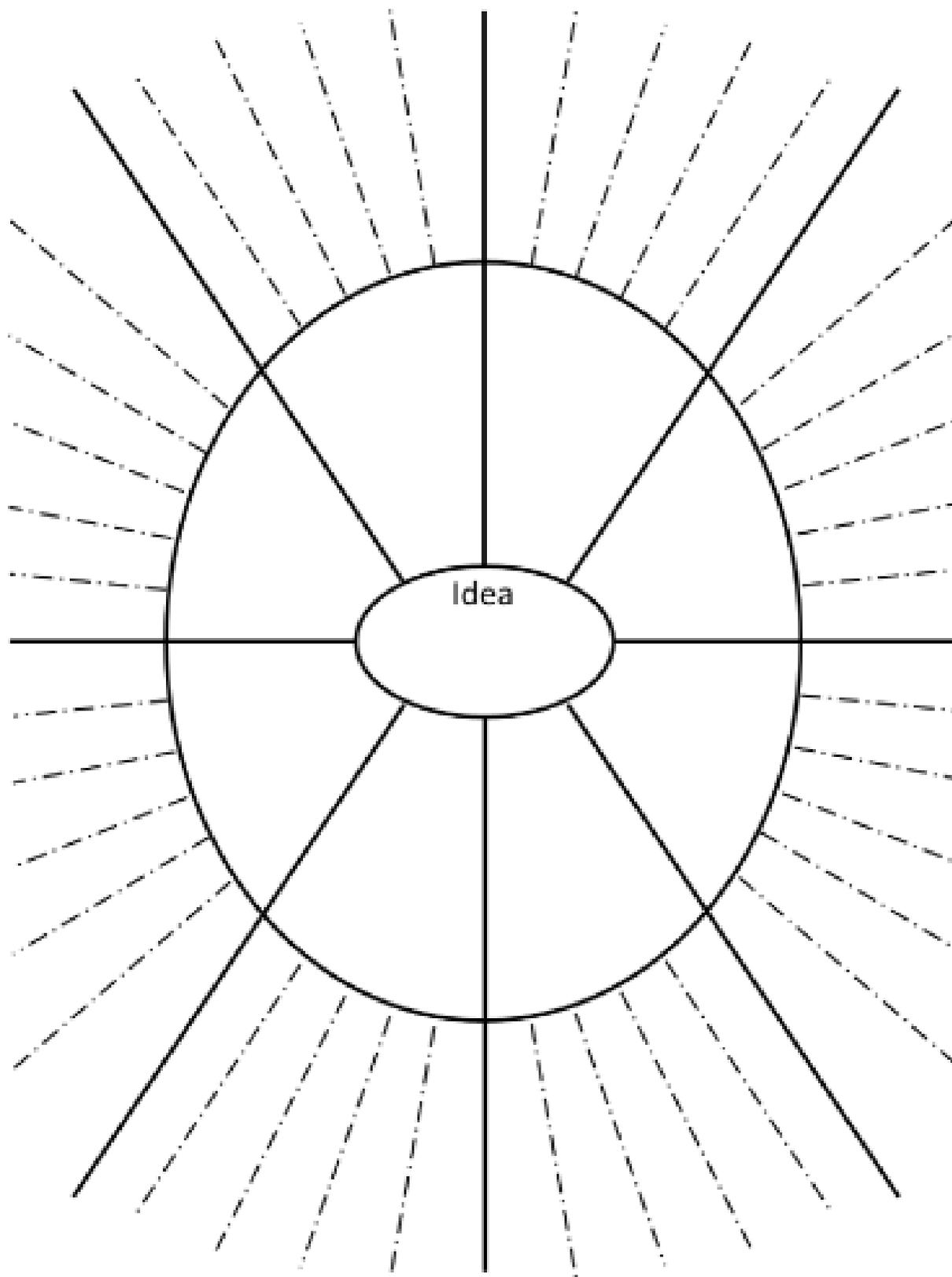


Complimentary download from  
IdeaSuccessNetwork.com.  
Automatically receive “Idea  
Success Notes” subscription!

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



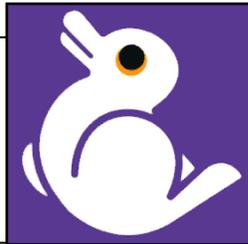
### Capture Idea Details – Idea Starburst





### Questions: Getting at the Details

|   |   |   |
|---|---|---|
| <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>What resources will you need to gather?</i>  |



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?                  |

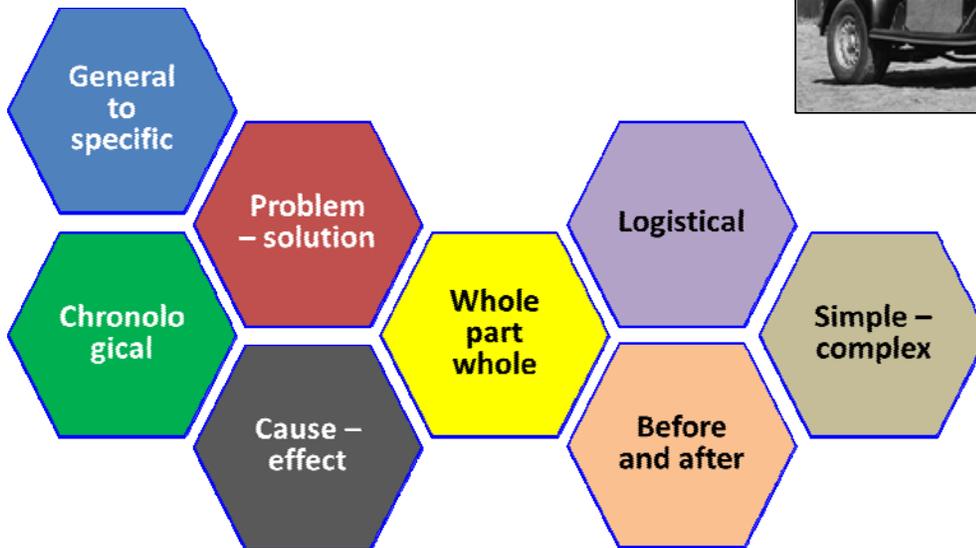


## M\_Mold

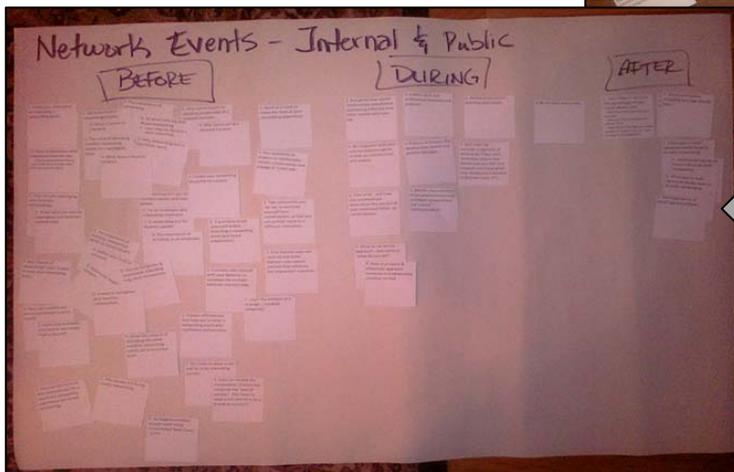
Car facing forward or backward? Perspective!



Strategies for molding your message –



Do as they do...





## When You Are Stuck...



### Interactive brain challenges – spatial relationships

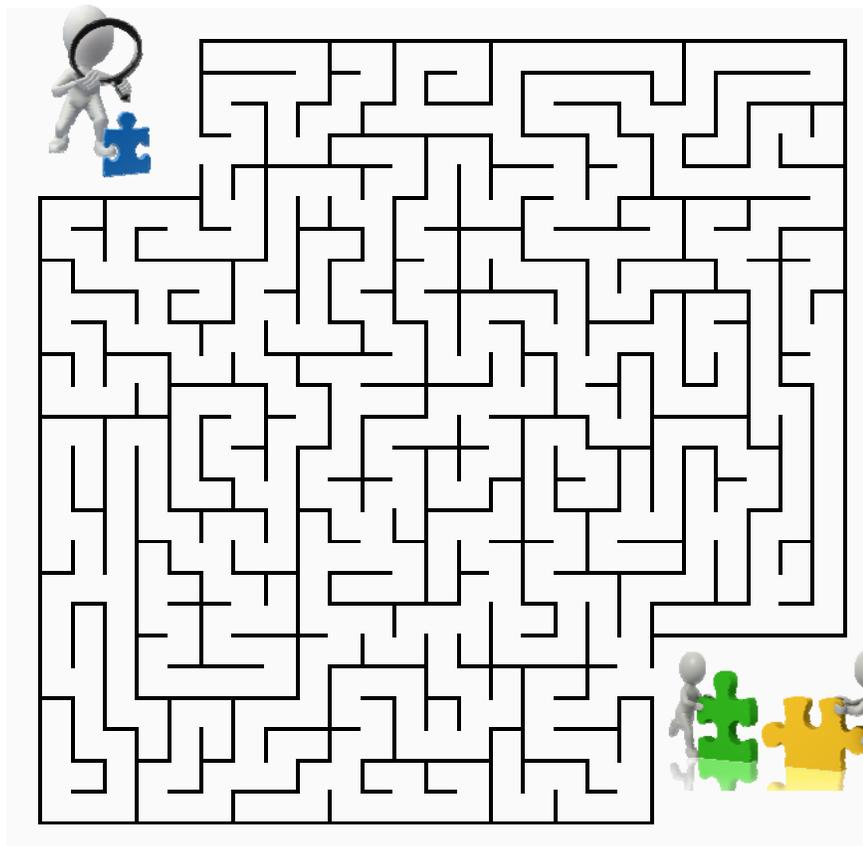
- 💡 <http://www.nctm.org/standards/content.aspx?id=25012>
- 💡 <http://www.jigzone.com/faq/map>

### Other brain challenge resources

- 💡 <http://puzzles.about.com/>

### Brain sharpening research and tools

- 💡 <http://www.lumosity.com/about>



**Find the solution** and be a-mazed!  
[http://bit.ly/PuzzleSolution\\_Maze\\_FindCollabs](http://bit.ly/PuzzleSolution_Maze_FindCollabs)

“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)



## My Idea Blueprint®

Supplies:

| If you use this page...   | If you use a large easel sheet, white board, or wall...  |
|---|--|
| <input type="checkbox"/> Post-It™-type notes (approx. 2"x3" – small size) | <input type="checkbox"/> Post-It™-type notes (approx. 3"square or 3"x5") –or– index cards & tape |
| <input type="checkbox"/> #2 lead pencil or ink pen                        | <input type="checkbox"/> Sharpie™-type fine or medium tip marker                                 |
| <input type="checkbox"/> Plastic page protector(s)                        | <input type="checkbox"/> Transparent tape  |
| <input type="checkbox"/> Your notes – idea details                        | <input type="checkbox"/> Your notes – idea details   |
| <input type="checkbox"/> A trust partner                                  | <input type="checkbox"/> A trust partner   |

Use this page, the reverse side, and additional sheets of paper as needed.

### Assignment02:

1. Continue recording details of your idea.
2. Begin developing your Idea Blueprint®, transferring details to note sheets / index cards and spreading them out. Find a partner you trust and start organizing your details. Find patterns and group details into categories that make sense to you and your idea. Continue adding details, regrouping, and restructuring your idea. You will see where you have gaps to fill, additional research to do, where details don't fit into the bigger picture, and where your concepts are strong. Take a photo / photos of (or photocopy) your results and post them in our private Idea Success Community. (See the "Resources" section of this document for access to the community.)

Templates to reproduce:  
Appendix, Decision Tools  
- "Idea Starburst", p.31





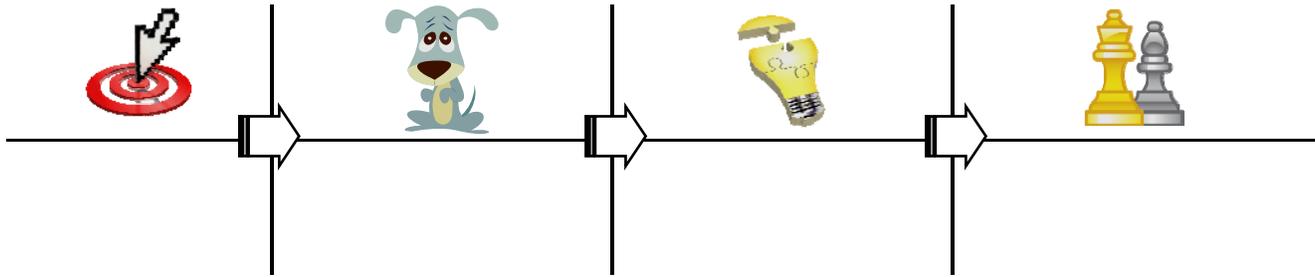
## My Idea Blueprint<sup>®</sup> (Continued)

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

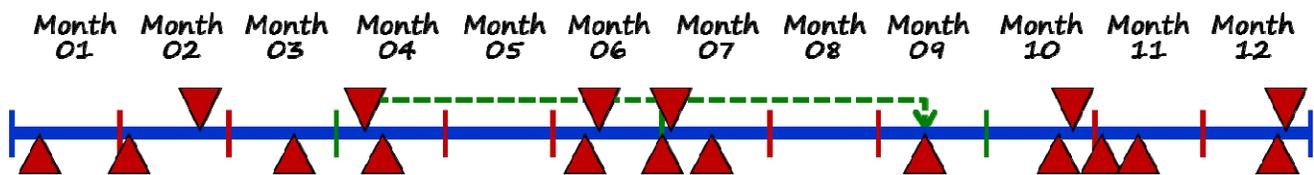




### Your Idea Strategy



### Time Line



### Project Log

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

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

### Assignment03:

1. Continue identifying your audiences for your idea. (See page 17.)
2. Map-out your strategy for moving your idea forward with the people you’ve identified as your target audiences. NOTE: Place your emphasis on the next 3 months. Near-term progress will keep you motivated towards your long-term goal of implementing your idea. Project long-term; focus on the next 3 months. Things will change and you will revise your strategy along your idea journey.

Templates to reproduce:  
 Appendix, Decision Tools  
 - “Your Idea Strategy”, p.33  
 - “Project Log”, p.34





## A\_Attention

“The moment one gives close attention to anything, even a blade of grass it becomes a mysterious, awesome, indescribably magnificent world in itself.”  
~ Henry Miller



Audience:

Attention-grabbing technique:

Activity

Familiarity

Reality

Conflict

Suspense

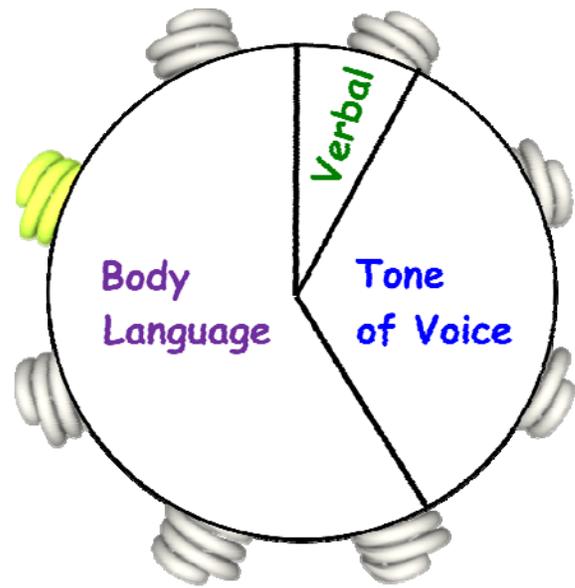
Humor



## C\_Communicate

Power communication & presentation tips

- Enter room with confident presence –
  - be “psyched in”
- Body language = presence
- Positioning – standing / sitting (power)
- Capture attention. Start powerfully.
- Voice – speak “firmly”
  - End sentence in verbal periods
  - Eliminate words that devalue (possibly; sort of; and stuff; in a way; may not be sure)
- Language
- Silence
- Eye contact
- Interruptions – handle them & return focus
- Anticipate and prepare for questions
- Nerves 
- Power pointers



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



## T\_Terminate (Tell Them)

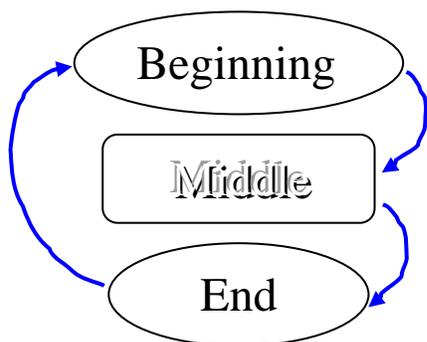
- 💡 Remember first & last, best.
- 💡 Catch phrase, declarative statement, challenge, or rhetorical question.
- 💡 Deliberate eye contact.
- 💡 Specific & clear.

Action verb! 



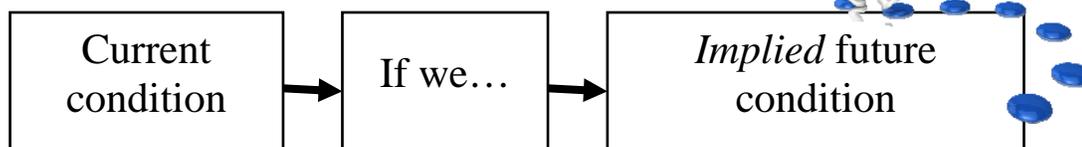
## Techniques

- 💡 Come full circle



- 💡 Visionary (“picture this”; “imagine”; “consider”)

- 💡 Extrapolate



- 💡 Use their words

- 💡 Ask for specific input or action

“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

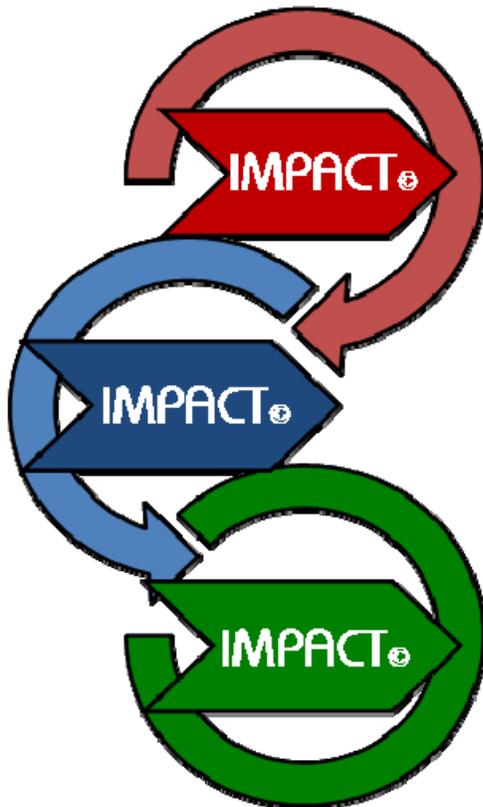
Trivia note: Bushnell gave Steve Jobs a job at Atari, paving the way to Apple Computers.



Evaluate



It's a Series of Cycles!



**Assignment04:**

1. Put together a complete presentation that you will make to a specific individual to support your idea. Include how you will capture their attention, what aspect of your idea will meet their need, and make your “ask”.
2. (*Bonus / Extra Value*) Make a video of your presentation (no more than 6 minutes long) and upload it to YouTube™. Mark the privacy so that only a person with the link to the video can view it, and send me the link (via website – “CONTACT” tab).



**Action – Next 24-to-48 Hours**

**Personal Action Contract<sup>®</sup> ⇌ P•A•C**

I, \_\_\_\_\_ will:



What:

By (When):

Why:

Want / Need:

Who:

Whoa!

What:

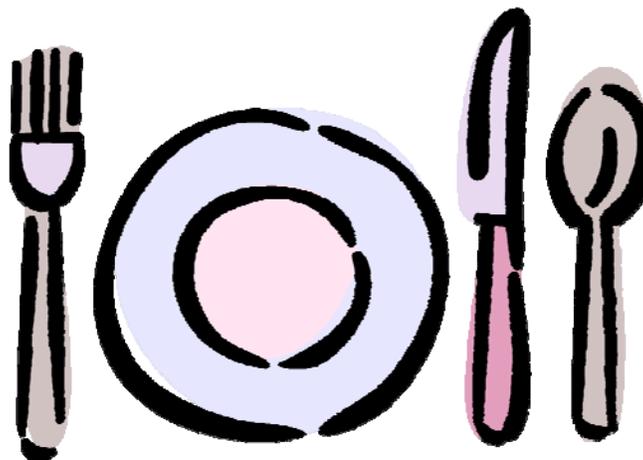
By (When):

Why:

Want / Need:

Who:

Whoa!



*Luke: "All right, I'll give it a try."  
 Yoda: "No. Try not. Do... or do not. There is no try."  
 ~ Luke Skywalker and Yoda, Star Wars: Episode V, "The Empire Strikes Back" Movie (1980)*



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# Appendix

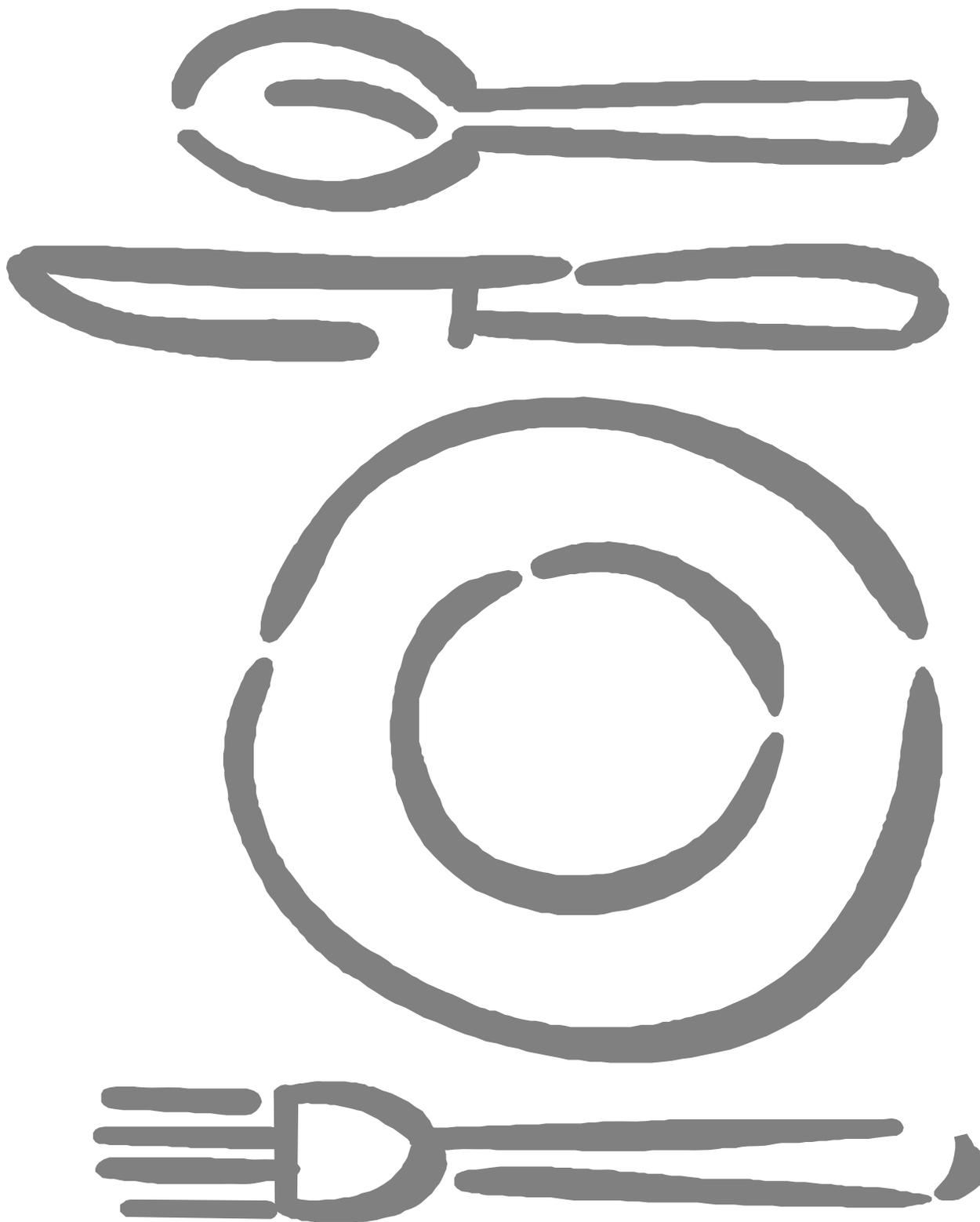
“Don’t be afraid of new ideas. Be afraid of old ideas.  
They keep you where you are and stop you from growing and moving forward.  
Concentrate on where you want to go, not on what you fear.”  
~ Anthony “Tony” Robbins, Self-Help Expert and Author “Awaken the Giant Within” (1960—present)



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What's on your plate?

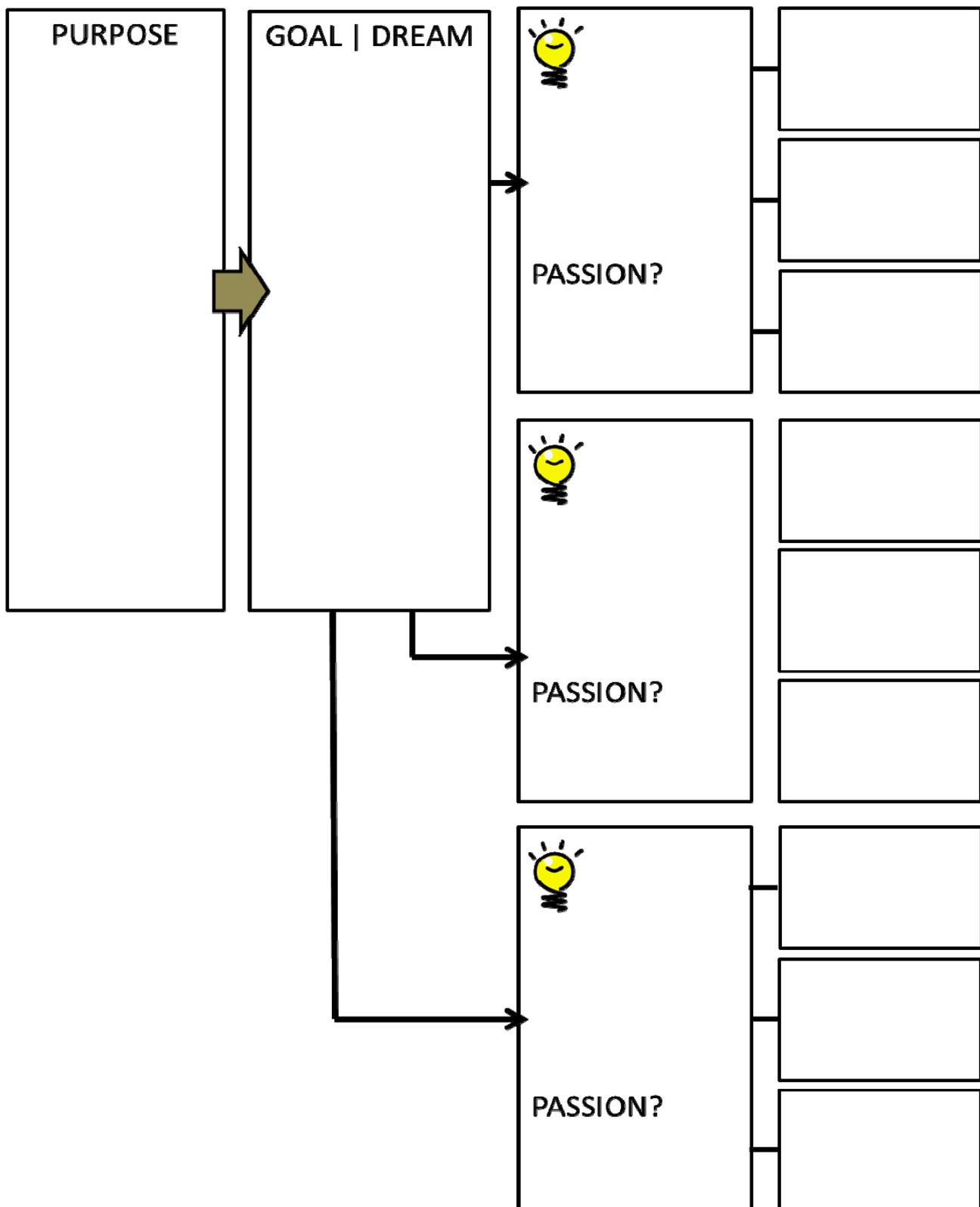




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### Decision Tool: Heart to Head (Template)





**Decision Tool: SWOT Analysis (Template)**

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

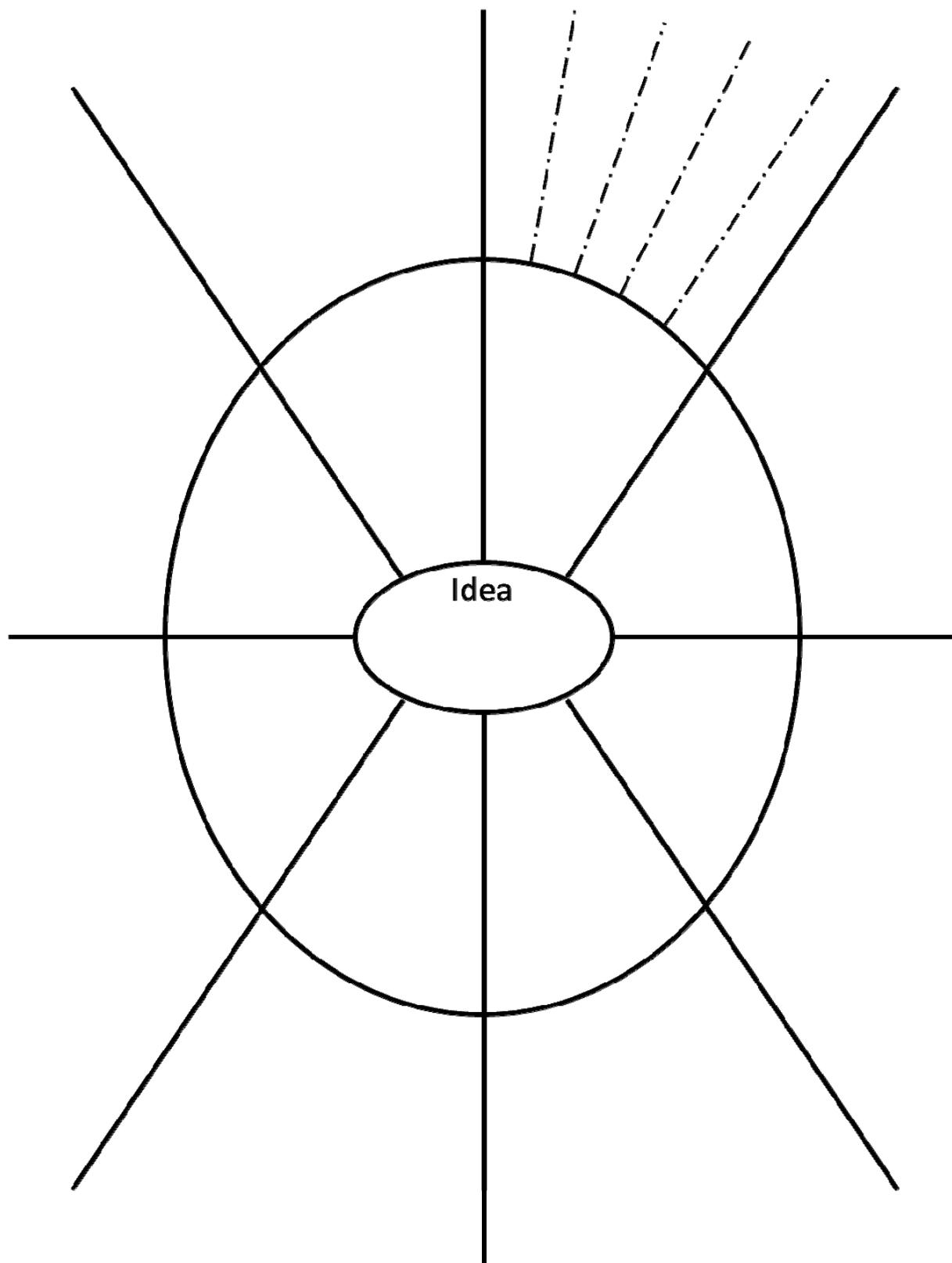
**Decision:**

**Additional Notes:**



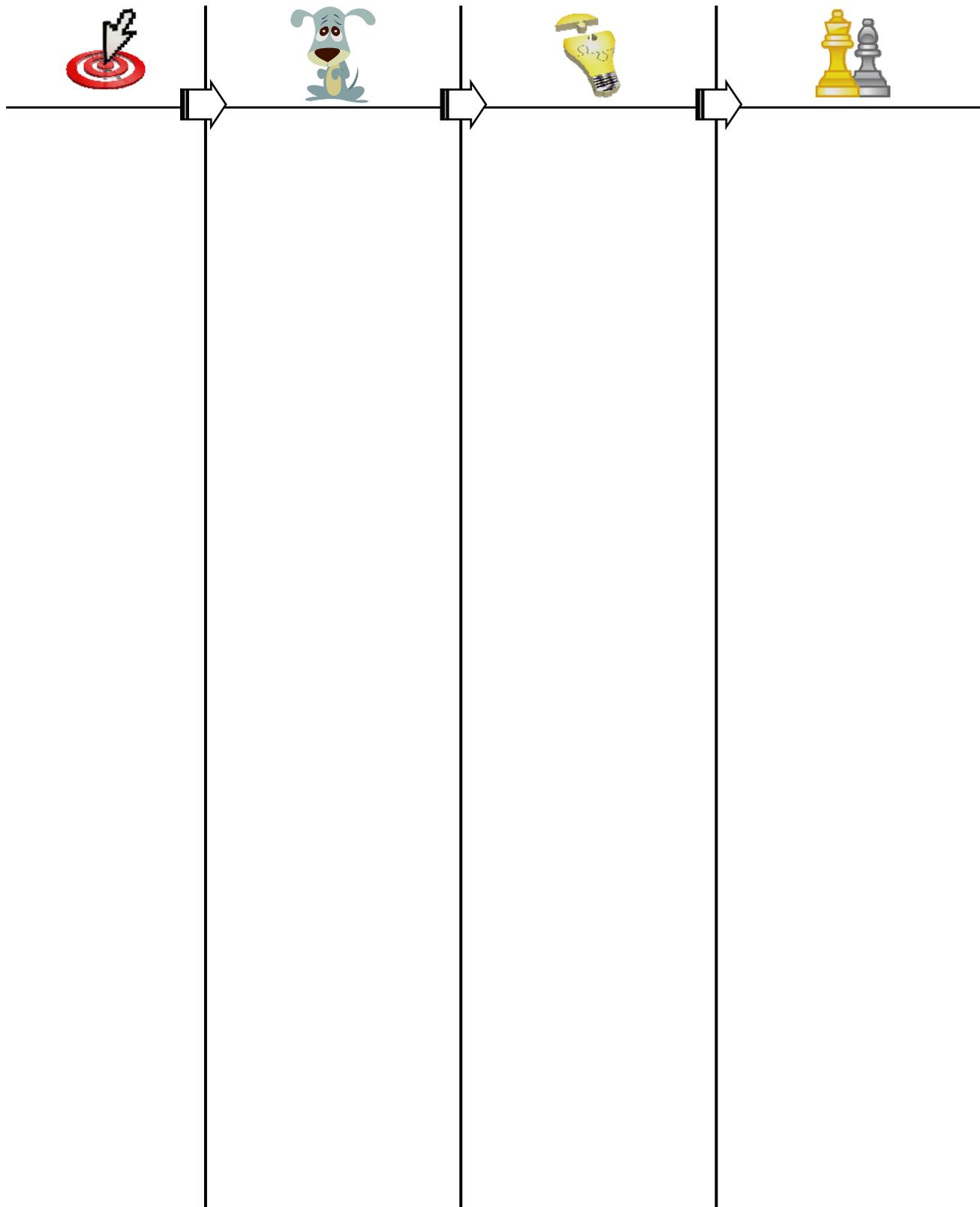


### Capture Tool: Idea Starburst (Template)





### Your Idea Strategy (Template)







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## 9 Ways to Get Past Roadblocks to Implement Your Ideas

By Sylvia Henderson



You've likely heard the saying, "Don't take 'no' for an answer." But if you did take it for an answer in the past, it's possible you never saw your idea or plan through to a successful completion.

No matter where you travel in life or what you accomplish, there are always roadblocks and naysayers ready to shoot down your ideas. While you can't change that, what you *can* adjust is the way you react to roadblocks in your travels so that you are able to keep your eyes on the prize...your idea, implemented. Let's take a look at some effective ways to do just that.

💡 **Keep your "WIIFM" written and visible.** "WIIFM" is your "What's in it for me?" statement. It is your inner reason for why you want to bring your idea to reality. Let your inner reason statement – your WIIFM – remind you of why you're taking action to implement your idea.

💡 **Establish accountability partners.** If you have someone else to whom you feel responsible for your idea progress, you are more likely to follow through with your intentions. Accountability partners can be just you and another person, a group of like-minded individuals, industry masterminds, or executive advisory boards. Choose a partnership that lends expertise and positivity to your idea.

💡 **Create a vision board and keep it visible.** A vision board is any medium you use to display images that represent what you want to accomplish in your life or your profession. The medium may be paper, cardboard, poster board, or cloth. There are online tools that enable you to create a "virtual" vision board. You find pictures and words that represent your dreams and goals in life and secure them to your vision board. Once created, make

sure you mount your vision board in an area you see regularly (if it's a tangible physical board) or that you can access regularly from your computer or mobile phone.

💡 **Make hard decisions about friends and family.** Sometimes your closest friends and family members can be your biggest roadblocks and naysayers. That's typically because they care about you. When they say, "Oh, but you could get hurt!" consider that they say this out of concern for your well-being. How much you reveal to them about your idea or to what extent they'll be permitted to help you can eliminate some detours and dead ends on your path to implementing a great idea. Doing so may allow less room for hard feelings later. At times you may just have to let someone go or place them in the background of your life in order to move forward with your idea.

💡 **Associate with people who will support you – emotionally and otherwise.** The journey from idea conception to implementation can be a lengthy one, but it doesn't have to be a lonely journey. Make a conscious effort to network with others in your industry or area of interest. Form project partnerships and alliances



with those who have been down your road before, or are passionate about your idea. If you can benefit from additional education in order to implement your idea, sign up for a class and interact with other people of like mindsets.

**Get away from familiar surroundings.**

Whether you take a vacation or just a day to have some fun, engaging in something other than working on your idea allows you to come back refreshed and with new perspectives.

**Listen to and read positive messages.**

There is a never-ending supply of inspiring and motivational web sites, podcasts, and self-help books that can help you move forward with your idea. Read, listen to, and watch regularly to feed your mind, keep it nourished with positive messages, and maintain your success mindset for idea journey.

**Get rest, eat well (healthy), and get a medical check-up.** In order to persist with your idea for the long haul, your mind and body must be able to perform. Keep your physical self tuned-up and detailed for maximum performance throughout your journey.

**Ask a kid (or someone younger than you) if “it can be done”.** Let the knowledge and perspectives of younger generations guide you in accomplishing your goals. With their exposure to new technology, youth can help you discover the potential value of using the next best thing as tools in your toolbox of resources. They feel valued in the process.

**BONUS – Number 10! Look within yourself. Return to your “WIIFM” to see if it’s still your drive and your passion.** Then continue in spite of naysayers and roadblocks.

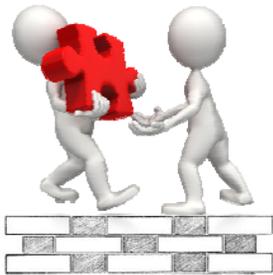
When you move to push your idea or plan to completion, roadblocks to your journey are inevitable. Follow these strategies along the way for encouragement and the “breaths of life” you need to stay energized, motivated, encouraged, and engaged in making your idea a reality.



For additional help getting past your roadblocks to implementing your ideas, schedule an introductory strategy session with Sylvia Henderson. It’s time to get out of your head, and into action with your ideas! [www.IdeaSuccessNetwork.com](http://www.IdeaSuccessNetwork.com)



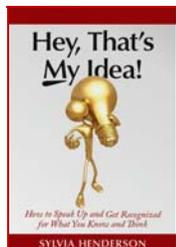
### Support & Resources



**Idea MindTeam®**



**Idea Success Community.com**



Book: "Hey, That's MY Idea! How to Speak Up & Get Recognized for What You Know & Think"  
*For individuals and teams*  
[IdeaSuccessNetwork.com](http://IdeaSuccessNetwork.com)



**IDEA SUCCESS NETWORK**

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

### Resources



"If I have a thousand ideas and only one turns out to be good, I am satisfied."  
~ Alfred Nobel, Swedish Chemist, Engineer, Innovator, Armaments Manufacturer  
Used his fortune to institute the Nobel Prizes. (1833-1896)





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