

# navigating from ideas to

# results

We're in the age of the knowledge economy and ideas are its currency.

Knowledge based organizations drive our economy. What drives knowledge is our ability to find and apply ideas to the challenges we face.

Everyone is capable of finding new ideas but many of us fail to convert our ideas into results. It's time for some new perspectives on how we can manage our ideas in more powerful ways.

To start, not all ideas are the same. Some ideas truly are "a dime a dozen" while others are "million dollar ideas". How do we tell the difference?

The title of this navigator guide is "wow, that's a great idea!" because our goal is to find great ideas and not mediocre ones. Mediocre ideas only lead to mediocre solutions.

Rarely will our initial idea be complete. If you act too soon on an idea, your result will fall short of its potential. Not that the idea was bad but too little time was invested to find the opportunities buried inside the idea.

Great ideas don't just happen. All worthy ideas start with a determination to find a better solution or to create something new. They require a sense of openness and curiosity to discover these new possibilities. Great ideas take personal involvement and the unique skills and talents that you can bring to a situation.

Our focus on great ideas applies to all aspects of life. Being innovative is a not business skill. It's a life skill. It is as important to find great ideas to satisfy your customer as it is to find great ideas to amuse a four year old. The difference being that four year old will tell you that they are bored with your idea sooner than your customer!

## innovation skills for managing ideas

Managing ideas means moving an idea through a series of stages to ensure that the final idea is worthy of action.

- ① Generating ideas – new or renewed
- ② Developing your ideas
- ③ Judging your ideas
- ④ Promoting your ideas
- ⑤ Translating your ideas into actions