

Ideas are like children. Your own are great!

The others however...



*"Get that toy out of my office!"
—An irate banker telling Edison to take his invention,
the phonograph, someplace else.*

In the late 30's, an innovative brain named Chester Carlson tried unsuccessfully to sell his mimeograph-replacing technology to IBM, Kodak and others. Not until 1960, after \$75 million in research, did Xerox unveil the first copier using Carlson's technology. The result? A \$15 billion business. The point: don't kill new ideas before you fairly consider them.

Next time evaluate new ideas systematically to ensure that you're considering **all** aspects. First, look for 1) **P**luses. Then identify 2) **O**pportunities: good things that might result from the idea. Finally, look for 3) **I**ssues or problems, phrased as questions ("In what ways might...") to invite solutions from 4) **N**ew thinking to address the Issue. We call this approach, "Praise First: POINT," one that we invite you to duplicate.

Get the POINT!



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*"Cautious, careful people, always casting about to preserve
their reputations...can never effect a reform."
— Susan B. Anthony*



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