

IDEA KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

Yes, but... It already exists! Our customers won't like that!

WE DON'T HAVE TIME... **NO!** It's not possible...

It's too expensive! Let's be realistic... That's not logical...

We need to do more research... THERE'S NO BUDGET...

I'm not creative... We don't want to make mistakes...

The management won't agree... **GET REAL...**

It's not my responsibility... It's too difficult to master...

THAT'S TOO BIG A CHANGE...

The market is not ready yet... Let's keep it under consideration...

It is just like... The older generation will not use it...

WE ARE TOO SMALL FOR THAT...

It might work in other places but not here...

SINCE WHEN ARE YOU THE EXPERT?... That's for the future...

There are no staff members available...

IT IS NOT SUITABLE FOR OUR CLIENTS...



Poster from the book: Creativity in Business

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IDEA BOOSTERS...

THE ATTITUDE TO BOOST CREATIVITY AND INNOVATION IN YOUR ORGANISATION

Yes, and... Let's find the concept behind it...

Wow, intereresting... **YES!** Maybe now is the right time...

You are on to something... **Good, let's enrich the idea...**

How do they do this in other industries?... Tell me more...

Let's look at the financials later... **Let's ship!**

Our industry is ready for disruption... **Let's experiment...**

Great! LET'S MAKE IT EVEN MORE CONCRETE...

It's time for change... I will try it tomorrow with one client...

What's the worst thing that could happen?... What are we waiting for?...

WHAT IF A COMPETITOR WOULD STEAL THIS IDEA?...

I love you! Let's spend the lunchtime on it today...

Convince me in 3 minutes... **I feel the potential...** Why the hell not...

Find a problem... **Fix it...** Start a company...

Stop discussing... **Start doing!**

LET'S KICKSTART THIS PROJECT!



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