

# 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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