

IDEA GENERATION CHECKLIST

The Power of Ideas

- ✓ Ideas are among the most powerful things in the universe due to their ability to change reality
- ✓ Ideas spring from rational thought, so in order to understand ideation we have to understand intelligence
- ✓ Our capacity for rational thought came about as a response to environmental changes
- ✓ We increased our cranial capacity due to various adaptations to these changes
- ✓ We eventually reached a point where we were able to observe and change the physical world through ideation, everything we see around us today is a result of that process
- ✓ Because of this, ideas and intelligence are interchangeable concepts
- ✓ Ideation has several specific powers, including:
 - The ability to dissolve barriers and connect disparate concepts
 - Question norms and challenge and change paradigms
 - Being an infinite resource for creation and progress

Generating Ideas

- ✓ Creativity and ideation are two closely intertwined concepts that depend on each other to succeed
- ✓ The brain weeds out useless information through the process of attention focus
- ✓ Idea generation becomes more pronounced when attention is not focused on a specific task
- ✓ Think about ideas not as bolts of lightning, but rather as buckets of inspiration gathered from a deep well
- ✓ You need to work for great ideas, but if you're willing to work you will be rewarded
- ✓ Some techniques that can help you work more productively towards idea generation include:
 - Opening your mind to non-routine pathways
 - Realizing the creativity doesn't follow your personal schedule
 - Showering creates a brain state that opens you up to creativity
 - Napping creates a brain state that open you up to creativity
 - Digging through the trash of bad ideas to find the gold of good ideas
 - If your idea solves your problem, you're onto something
 - Ideas are fleeting, be prepared to set them down
 - Life experience is essential to game changing idea production

What Now?

- ✓ Once you have that great, game changing idea, the work has just begun
- ✓ You need to share your idea within your community, growing that community as more people are converted to the viability of the idea
- ✓ As the parent of the idea, it is your responsibility to get the word out about your “A-ha!” moment
- ✓ Some of the ways to do this include:
 - Believing in yourself and your idea
 - Learning to accept the inherent risks involved in bring an idea to fruition
 - Understanding that there is a difference between ideation and execution
 - Always striving to improve upon your idea