



A bazillion books about creativity and how to get ideas, communication and presentation skills, and how to sell line bookstore shelves and fill electronic storage. So what's this book got that they haven't got?

## IMPACT!

IMPACT is a set of techniques, suggestions, and activities that will resonate with you if you have ever seen or heard someone else make good on an idea that you had, yet never carried through to completion. Whether your idea is a product, service, business, process, or other wonderful thing churning in your mind, this book will help you:

- Solidify your ideas into concrete expressions you can verbalize to others.
- Organize your thoughts to make your ideas clear and concise.
- Communicate your ideas with IMPACT.
- Create an action plan so that your ideas become reality.
- Persuade others to act on your ideas.

Implement the guidance in this book to avoid losing your ideas to others. Be recognized for your contributions and never again hear yourself say, "Hey, that's my idea!"

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# Hey, That's My Idea!



*How to Speak Up and Get Recognized  
for What You Know and Think*

**SYLVIA HENDERSON**

# PROLOGUE

## Letter From the Author

How many times have you had an idea? About something? About anything? Now, how many times have you acted on your ideas? Convinced someone else to act on your ideas? I'll bet the ratio of acting on your ideas compared to having them is small. It is for most of us.

There are lots of books, ebooks, seminars and courses on creativity and how to get ideas. Yet once you have them, what do you do with them? How do you organize your thoughts and make sense of them? How do you sift through the “wild ideas” to determine which ones to pursue? How do you communicate your ideas to others and convince them to act? How do you determine your own actions?

I write this book to answer these questions—and more. Do you ever have an idea and prejudge it out of existence with, “Oh, it’s too silly” or “off the wall”? Tell me you have never seen or heard a silly or outrageous commercial. What about the idea of placing ads on the movie screen in a theater when you’ve paid for the movie experience? They wouldn’t! (They do.) The idea that spam messages that raise the usage fees you pay on your phone would be sent to you without your permission is ridiculous isn’t it? No way. (Way.) Digital billboards that display scrolling messages? Can’t be done. (Done.) A national business franchise

dedicated solely to picking up the daily doo from your pets? (Dooty Calls™!) All of these started as what may have seemed to be wild ideas, and look where they are today. Making money and making an impact. What about your ideas?

Whether you have an idea for an invention, solution to a problem, easier or more efficient way to do something, change to a process, the next book or movie premise, or a way to better establish a relationship, you have ideas. I cannot begin to list them here, yet I know I have lots of ideas every day. I keep a pad of paper at my night stand and a voice recorder in my pocket so that I can record my ideas as they come. Yet only a fraction of them are put into action. I examined why this is so and how to change the situation for myself. Thus the idea for this book came about. If I find myself looking at something that became a reality and say, “Hey, that’s my idea,” I figure many other people experience similar revelations. Therefore, this book is for you.

You want your ideas to have impact. I want to make an impact on the world as I travel through life. Thus, I present a process of organizing, communicating, selling, and acting on ideas as a process I designate IMPACT. You will see it detailed through this book.

I remember being amazed at how I would suggest something in a meeting where I worked. My suggestion seemed to disappear into the air because no one acknowledged what I said. Then, someone else would make the same suggestion. Suddenly, my manager and other people in the room would exclaim their amazement and become enthusiastic about the suggestion. As they huddled to determine how to implement the suggestion, I would look astounded and think, “Hey, that was my idea!” Does this happen to you? Well, no more after you read this book. You will discover how to organize the ideas you have in your head, solidify them, and convey them so that your ideas—coming from you—are heard and acted upon.

One business. One non-profit. Multiple books, CDs, and other products. A cable television program. Corporate management. Non-profit boards. Numerous speeches, seminars, and other programs. Craft projects. Recognition events. Team projects. Ideas? I've had them; acted on them; seen them to fruition; profited from them; helped others benefit from them. What you read in this book is the result of my own, and other people's, success stories. They are lessons learned from experience and approaches garnered from research.

Enough of this prologue. Let's get to the meat of the book...before you lose that next idea you have brimming below the surface of your mind, waiting to take shape and become reality!

# FOREWORD

Arnold Sanow, MBA, CSP

Author of “Get Along with Anyone, Anytime, Anywhere”

We human beings have ideas every day. If we have undamaged brains we have ideas. We think of, experience, perceive, question, imagine, dream, worry about, care for, invent, and otherwise subject our brains to a variety of mental processes that result in suggestions, ideas, solutions, and possibilities. All of these are ideas. Some are wild and improbable. Many are confusing, vague, need further development, or are inappropriate for the time or situation. An amazing percentage of our ideas are valid or possible and might lead to positive results for ourselves, others, organizations, society, or the world at large. Yet only a fraction of our ideas are communicated, heard, acknowledged, and acted upon. Think of what might have been or could be had just more of your own ideas come to fruition!

Set aside plagiarism or copying. How many times have you heard a supervisor recognize someone for their suggestion and you’ve thought, “I thought of that?”



“An idea that is developed and put into action is more important than an idea that exists only as an idea.”  
– Buddhist quotation

How often do you see a product, billboard, advertisement, article, or artistic concept and thought, “Hey, that’s my idea?” I know that it happens to me periodically and I stop to wonder just why I did not get that idea implemented myself. What stopped me? Did I place a judgment on my own idea that labeled it ridiculous or unrealistic? Did I allow someone else to judge it likewise? Did I say something ineffectively that sparked enough of an idea in someone else and allowed them to develop the idea to action? Did I wimp-out and let an opportunity pass because of my own insecurity or fear? Did I determine I had neither the resources nor capability to make the solution happen? Why didn’t I make that idea a reality?

Well, wonder no more. With the information, exercises, tips, and guidance in *Hey, That’s My Idea!* you now have the tools to make your ideas come alive. This book assumes you have an idea—or many of them—already and guides you from there.

For more than 25 years I have delivered over 2,500 presentations and training programs, and written 6 books. Through all of these experiences I’ve researched, studied, questioned, analyzed, and discovered how we think, judge, communicate, present, lead, and act on the information we receive and the thoughts that we have. The top three reasons we miss opportunities available to us and fail to communicate what we think, know, or feel are: (1) procrastination, (2) fear of failure/success, and (3) self doubt . The cost to an organization of lost ideas, or ideas not acted on, includes: (A) low morale, (B) missed opportunities, and (C) derailed relationships.

We as individuals miss out on:

- Promotions
- New career challenges
- More effective relationships
- Greater financial attainment
- More people helped

- Greater influence
- Improved confidence

when we keep our ideas inside us.

I don't know about you, but I am ready to take control of my ideas starting right now. Beginning with a turn of a few more pages, I'm ready to learn to better organize my ideas, communicate them, and lead others to bring my ideas to reality and action. I'm ready to be recognized for the suggestions I make and solutions I develop. I am ready to put an end to seeing or hearing or experiencing something that someone else caused to happen and secretly thinking to myself, **“Hey, That's My Idea!”**

# EPILOGUE

Losing your idea to another person is a rich learning opportunity. Successfully implementing your idea is a positive motivator. Keep this in mind when people weigh in on your idea. Plan (initiate, mold, plot) and present (attention, communicate, terminate) your ideas for maximum buy-in and definitive actions towards implementing your ideas with success.



“Good ideas are not adopted automatically. They must be driven into practice with courageous patience.”  
– Hyman Rickover

By completing the I-M-P-A-C-T process, you become a more deliberate thinker, planner, and communicator. My hope for you is that you integrate the steps we covered in *Hey, That's My Idea!* at every opportunity to do so.

Anyone can have a great idea. Yet, the leap from inspiration to implementation is too wide for many to make. By following the IMPACT process and methods I present to you in this book, the giant leap becomes manageable because you now have tools that help you construct a bridge that moves your ideas from mind to materialized.



Never again will you look at an advertisement, or see a product on the shelf, or read about a great thought leader—pause, frown—and say, “Hey, that’s my idea!”

## Share Your Idea Story!

Do you have a personal story you can share about a time when you had an idea and you successfully communicated and implemented it?

How about a personal story you can share about a time when you had an idea, kept it to yourself (or told “everyone” about it), only to find that someone else seemingly stole your idea and implemented it him or herself?

What lessons did you learn either way?

What wisdom can you offer other readers to help them see their ideas to successful implementation?

Share all by going to [www.MyIdeaStory.com](http://www.MyIdeaStory.com)

Take a few minutes, and share your idea stories!

While you're there, share your thoughts about this book in the space provided. Thank you for engaging.