



The Idea Hunter: How to Find the Best Ideas and Make them Happen

Andy Boynton, Bill Fischer

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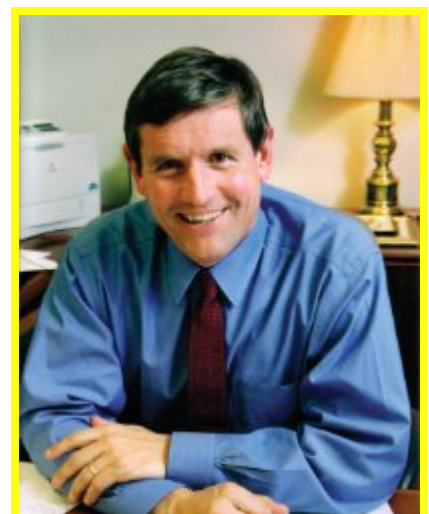
The Idea Hunter: How to Find the Best Ideas and Make them Happen Andy Boynton, Bill Fischer
A different way of discovering and developing the best business ideas

Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places.

- Shows how to expand your capacity to find and develop winning business ideas
- Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative"
- Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional
- Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations

The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

Amazon.com Exclusive from the Authors: 10 lessons for anyone embarking on the Idea Hunt, the search for ideas that make a difference



Co-Author Bill Fischer

6. Understand that failure isn't all it's cracked up to be. In fact, you'll want to build failure into your

Hunt for the best ideas, with the prolific use of prototyping (getting your ideas initially into some rough form). The point is to test your ideas as frequently as possible and to learn rapidly, before committing to a product or program.

7. **Get the room right.** Arrange your physical workspace in ways that will help you collide with and generate useful ideas. For example, store your hot ideas in folders or piles that are visible. Make sure that the books and materials closest at hand are the ones you need for your current projects.

8. **Push the Hot Buttons.** Link your idea to something that keeps the boss or client up at night. If you can do that, your idea will have a much better chance of getting noticed and winning acceptance.

9. **Think compatibility, or “one revolution at a time.”** Be ready to explain how your breakthrough idea fits into “the way we do things around here.” An idea that requires too much change in an organization may never see the light of day.

10. **Focus on “Try-ability.”** Make it easy for people to try out your idea, before buying into it. Think like Apple, which lets people listen to 30-second snippets of music on iTunes before they buy a track or CD. Customers and colleagues are far more likely to sign on if they’re less worried about making a decision they’ll come to regret.

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Lisa Buffington:

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Estelle Hicks:

Playing with family in the park, coming to see the ocean world or hanging out with good friends is thing that usually you have done when you have spare time, and then why you don't try matter that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love The Idea Hunter: How to Find the Best Ideas and Make them Happen, you can enjoy both. It is excellent combination right, you still want to miss it? What kind of hang type is it? Oh occur its mind hangout men. What? Still don't understand it, oh come on its identified as reading friends.

Helen Widner:

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