Good Idea. Now What?: How to Move Ideas to Execution

Charles T. Lee

E-Book	978-1-118-22991-0	January 2012	$16.99
Hardcover	978-1-118-16399-3	February 2012	$24.95

📖 DESCRIPTION

Proven pathways for taking ideas to implementation

We all have ideas—things we want to do or create—but only some of us will do what it takes to see those ideas come to pass. In *Good Idea. Now What?* readers will discover some of the essential values and principles that guide successful idea-makers, including the leveraging of mixed environments for creativity, working through resistance and setbacks, developing a practical plan for implementation that works, navigating collaborative opportunities, and communicating your idea to make it truly remarkable.

Whether you're just a creative type, or the leader of an organization, you must figure out a creative process and develop an infrastructure for implementing your ideas. *Good Idea. Now What?* offers systematic advice for moving your ideas to execution. It will show you:

• The fundamental elements of a good idea

• Tangible pathways to follow after initial inspiration

• The importance of branding and its impact on ideas

• Practical advice for developing a loyal tribe of supporters who will take your idea to a whole new level

It's not enough to be inspired. Learn how to follow through on your ideas and discover how great an impact you can have!

◢ ABOUT THE AUTHOR

Charles T. Lee is the CEO of Ideation Consultancy Inc., an idea agency that specializes in helping influencers, organizations, and businesses take ideas to implementation via creative strategy, branding, design, marketing, web, social media, and events. Charles is also a founding member of JustOne, an organization innovating ideas for human care. In addition, he is the creator of grassroots efforts including the Ideation Conference and the Freeze Project. Charles is a highly sought-after speaker and blogs regularly at www.charlestlee.com.

To purchase this product, please visit https://www.wiley.com/en-us/9781118229910