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How to get your ideas accepted

A strategy for getting your ideas
heard and turned into reality

What can often happen

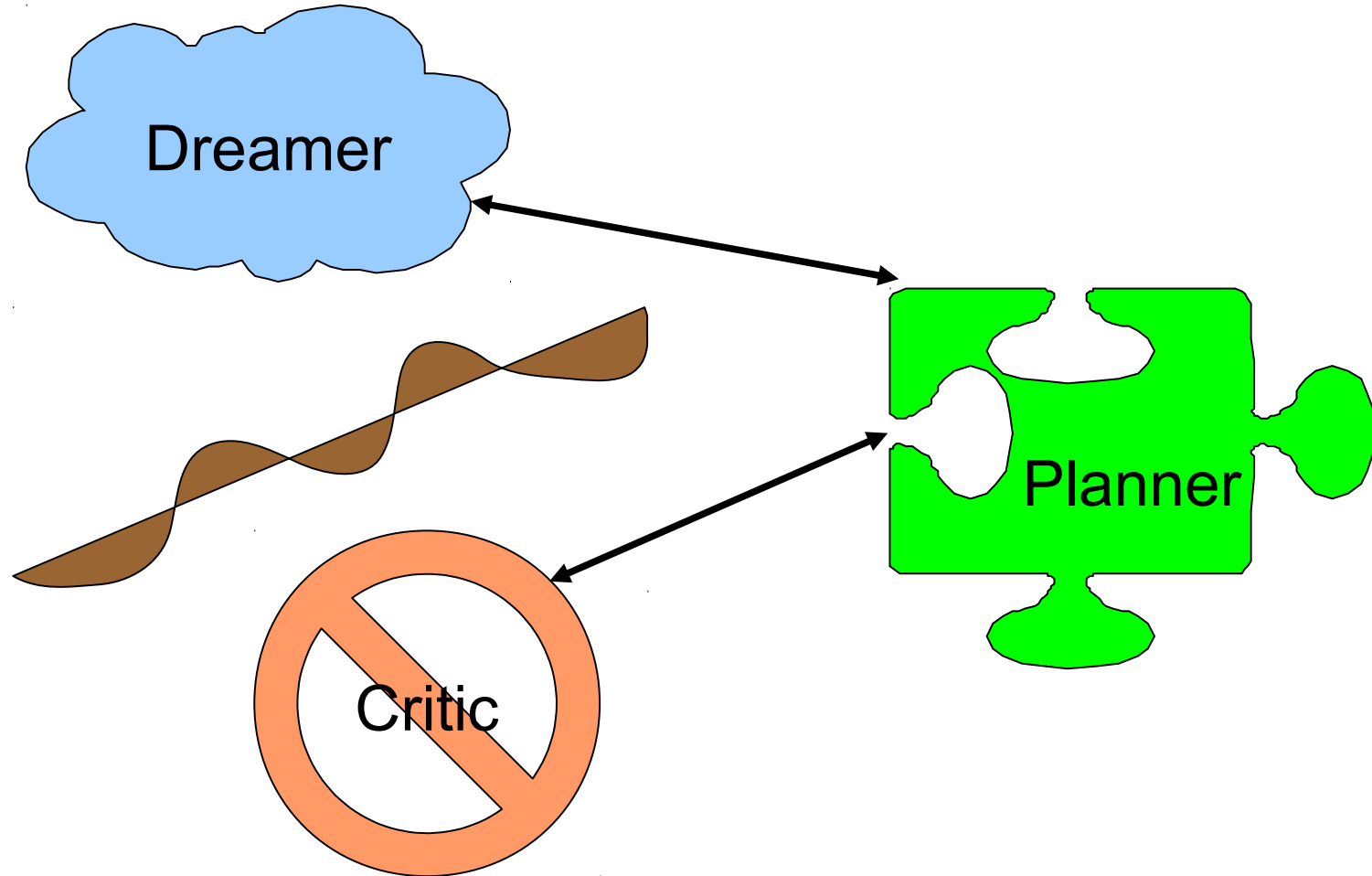
- Have an idea
 - Wonder how It could work
 - Talk yourself out of it or get stuck on some details
- Have an idea
 - Talk about it
 - Get it nicked or shot down in flames

what can happen to your ideas when you start to look at pros and cons?

Another approach

- Get in the right mood for generating ideas
- Pick the time and place to plan it out
- Pick another time and place to iron out all the wrinkles

Disney creativity strategy



from the work of Robert Dilts

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Thank you

I hope that it gave a bit of food for
thought



Intro &
presentation



V-card text