

# 10 WAYS TO FIND “BETTER IDEAS” FOR YOU AND YOUR COMPANY

1. REFRAME. Never accept a project assignment as given.
2. Translate your daily experiences into “cool stuff to do.”
3. Look at every small thing that happens to you as a Golden Learning Opportunity.
4. Learn to love “WOW!” Use this word frequently.
5. Remember: There are no small projects. In every little procedure or little problem, there usually lurks a b-i-g project.
6. Any activity can be converted into a “WOW” activity.
7. Always ask yourself, “Will the results of this project be memorable? Will they be “WOW?”
8. LOVE makes the world go around. Keep thinking about your project until you come to “love” it. Turn it around. What does it mean?
9. Design it. Make it beautiful, friendly and even symbolic. It’s a designer’s world. Then collaborate with a techy.
10. Cultivate raving fans. Start with women. They get it faster.