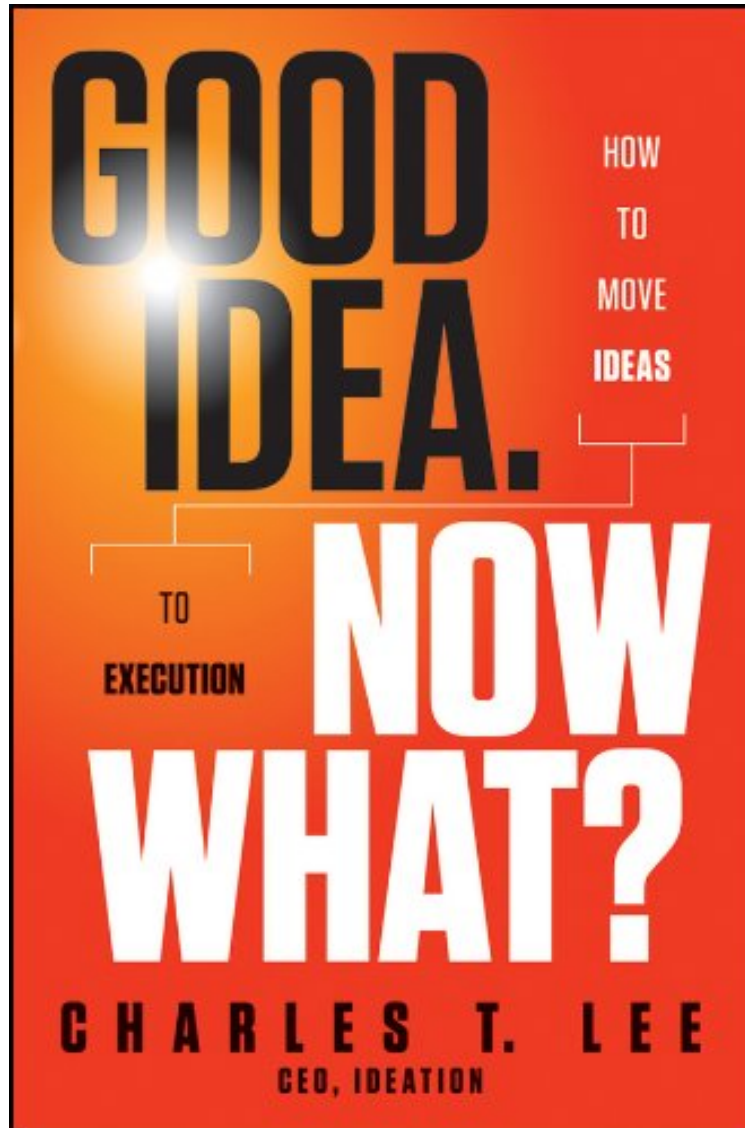


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Good Idea. Now What?: How to Move Ideas to Execution

Charles T. Lee

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Charles T. Lee : Good Idea. Now What?: How to Move Ideas to Execution before purchasing it in order to gage whether or not it would be worth my time, and all praised Good Idea. Now What?: How to Move Ideas to Execution:

6 of 7 people found the following review helpful. Expected moreBy Puja VermaAfter all the high ratings I was excited about this book arriving. The format of each chapter is nice and concise. But it never took off for me. I was half-through when I realized that this was not what I was looking for. I expected more chapters about implementation of plan, how to go about prototyping, reiterating, how to search for design help, funding, marketing etc. There are NO resources/websites mentioned that can actually help you execute YOUR idea.Everyone knows you need to have a plan, be diligent, work hard etc. The whole "how to execute" piece was missing. There are a few success stories like

TOMS, charity: water etc mentioned but again NO details as to the steps the idea-makers took from start to finish. So, WHAT do I do with MY fabulous idea? WHERE do I go with My idea? Try another book I guess.... 0 of 0 people found the following review helpful. Thanks for the momentum! By billyscoop Charles, Just want you to know what a tremendous help your book is in the current process of developing an idea/company with some new friends. I also sent a copy to the partners/entrepreneurs in this new venture. They could not put it down till they finished it. You are helping us frame so much with the right questions. In particular, your insight about finding a visual to convey what it is we hope to do led me to such a simple illustration that clearly defines our identity and mission. And that is just one area you helped us move forward. So, for me and my tribe, thank you for the insight, counsel, and propulsion you have given to the development and execution of our vision. 1 of 1 people found the following review helpful. From Idea to Implementation By Thomas Ingram I just finished reading Good Idea, Now What? by Charles Lee. I met Charles at an Ideation Conference... one of the things Charles organizes and orchestrates. This personal connection made me want to read the book, but I would not confine the reading of this book to family and friends. Lee has provided the idea makers among us with a practical road map for how to take an idea to fruition. Anyone who has ever tried to implement something knows that good ideas are easily left dying by the side of the road of life. They are left untended or undeveloped for many reasons. Lee looks at why some ideas lie dormant and why other ideas seem to capture our imagination... and our pocketbooks. I would recommend this book to anyone seeking to bring his or her ideas to life.

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!

From the Inside Flap You've got the passion . . . Now make it happen. Going from inspiration to execution is hard work. Many steps stand between a good idea and the hit product, profitable company, or social change you envision. Your initial "aha!" moment provides the key to begin this process, but it's the way you make your dream happen that truly defines your success. Good Idea. Now What? gives you the tools you need to make your inspiration a reality. Written by creativity leader Charles T. Lee, this accessible go-to guide features practical advice gleaned from Lee's years of experience as an idea-maker. You bring the passion; this resource will help you master all the details of getting your vision off the ground. Divided into bite-sized chapters for busy entrepreneurs, Good Idea. Now What? covers the entire process for successfully building out a concept. This presentation enables you to move freely among subjects, from sparking inspiration, to making an effective plan, to collaborating, to branding, and more. Quick takeaway boxes and helpful self-quizzes in each chapter also reinforce key points as you: Pitch your idea and build your brand Ask the hard questions that strengthen your plan Discover methods to overcome creative resistance Create and foster an environment for inspiration Hear from a wide variety of successful idea-makers Debunk myths about collaboration And more Most winning endeavors—be they successful companies, effective organizations, transformative movements, or game-changing inventions—began with only a bright idea. However, a strong idea without the right work behind it won't get you very far. Don't wait for success to come to you. Instead, start realizing your vision today with practical strategies that answer the question: Good Idea. Now What? From the Back Cover Praise for Good Idea. Now What? "Sitting around thinking never helped anyone. Charles T. Lee understands that until you ship, nothing happens. Fortunately, he's not going to leave you alone until you do precisely that." —Seth Godin author of Poke the Box "Charles T. Lee's Good Idea. Now What? is a terrific road map for taking your passion and inspiration and turning them into reality and business success." —Soledad O'Brien anchor and Special Correspondent, CNN "It's no secret that great ideas are much easier to come by than great execution. Charles offers practical solutions that will inspire you to get moving now and make your idea a reality!" —Scott Harrison founder, charity: water "Leaders make things happen. And Charles T. Lee is a leader who does just that. This is his life message, punctuated with solutions and practical strategies for helping you accomplish those ideas still sitting on the shelf. If you are looking to implement an idea, read this book!" —Brad Lomenick Executive Director, Catalyst "Good Idea. Now What? is a path of powerfully practical steps to follow on taking ideas from nothing to their intended gift to the world." —Michael Rusch Vice President, Shopper and Business Insights, Nickelodeon/Viacom Consumer Products 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.