



How To Create and Launch Big Ideas

In the arena of communications and marketing ideas, most everything has been tried in one way or another. Unfortunately, many organizations and businesses get stuck in the rut of doing what they have successfully done before. We are held in that rut by many forces – management, lack of resources, time, routine, risk aversion, fatigue and sometimes our own thinking. Here are some things to think about as you reach to create new ideas.

How to create and launch big ideas:

1. First, go through the Basics of Marketing Discovery and Assessment process.
2. Think outside of your box and comfort zone – easy to say but difficult for most to do. Sometime we are our own biggest barrier.
 - a. We get stuck in our personal ways and the ways of our organization.
 - b. We fear taking risks and putting ourselves in a vulnerable position.
 - c. We fear either creating change or something different or fear that our organization or leaders will shoot down a new idea for “being different” or “not safe”.
 - d. We fear we will not be able to amass support and/or buy-in.
 - e. We fear failing. In science and other areas of innovation, failure builds strength and eliminates the wrong paths to success.
 - f. We fear the consequences of failure – loss of respect and confidence, loss of position or current base of power, loss of status and status quo.
 - g. Steve Jobs is a perfect example of defining a big idea, not being deterred by risk or failure and finding the path to success.
3. Consider how to come up with big ideas:
 - a. What are other organizations doing that you admire or make them stand out? Throughout your career, make note or keep track of ideas (yours and others) that are innovative and impressive.
 - b. Research what other companies are doing that have similar challenges.
 - c. Brainstorm with others who are not impeded by fear or have anything personally invested.
 - d. Work backwards – what does success look like and how do you get there?
 - e. Develop a list of ideas.
4. What are your challenges with what you need to accomplish?
 - a. Time?
 - b. Resources, e.g., talent and personnel, money, technology, etc.
 - c. Attitudes and perceived resistance within organization or intended audience
 - d. Realism – do you believe you can pull it off?
 - e. Back-up course/s of action?
5. What to do?
 - a. Analyze and answer all questions and challenges.
 - b. Recruit a champion or two for your idea. The higher level in the organization, the better.
 - c. Identify and evaluate all your resources that can help you be successful, e.g., champion/mentor, talent and personnel, partners, consultants and vendors, etc.
 - d. Evaluate and prioritize each of your ideas based on realistically accomplishing them and success.

- e. Identify and define “the” idea.
 - f. Create a detailed plan and pitch to sell your idea.
 - g. Identify the benefits of this idea, e.g., measured success, buzz (media and stakeholders), ROI, etc.
 - h. Identify and justify the risks for this idea.
 - i. Determine why you are convinced your idea will succeed.
6. Just do it! You have created a path that is thoughtful and increased the success equation.
 7. When successful, don’t gloat or tell everyone “I told you so”. Be modest and focus attention on the success of the solution.

Prepared by:

Ron Nicodemus, President

Nicodemus Communications Group

410-203-9585

Ron@NicodemusOnline.com

www.NicodemusOnline.com