

# “The best way to have a good idea is to have a lot of ideas.”

—Linus Pauling, Nobel Prize Winner

“Nothing is more dangerous than an idea when it is the only one you have.”

—Émile Chartier

There’s huge value in coming up with lots of ideas. Says the *Wall Street Journal*, “Historically, the problem... isn’t too much risk-taking, but too little. That’s because... the innovator bears the costs. Stock-market bubbles help... by tempting innovators with unimaginable wealth. [Says U. of Chicago researcher Boylan Jovanovic,] ‘We’re never worse off for having generated more ideas.’\*”

Same’s true while brainstorming! Set a quota of at *least* 30-50 ideas as a *starting* point when you need innovative brilliance. You’ll notice that the first third of the ideas are the same old ideas, the second third are wacky, but in the last third are the truly innovative and valuable. That’s why quantity yields quality. And that’s the payoff we’re looking for.

**Quantity Yields Quality**



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