

# Ideas are like children. Your own are great!

## The others however...

*"Get that toy out of my office!"  
—An irate banker telling Edison to take his invention,  
the phonograph, someplace else.*

In the late 30's, an innovative brain named Chester Carlson tried unsuccessfully to sell his mimeograph-replacing technology to IBM, Kodak and others. Not until 1960, after \$75 million in research, did Xerox unveil the first copier using Carlson's technology. The result? A \$15 billion business. The point: don't kill new ideas before you fairly consider them.

Next time evaluate new ideas systematically to ensure that you're considering **all** aspects. First, look for 1) **Pluses**. Then identify 2) **Opportunities**: good things that might result from the idea. Finally, look for 3) **Issues** or problems, phrased as questions ("In what ways might...") to invite solutions from 4) **New thinking** to address the issue. We call this approach, "Praise First: POINT," one that we invite you to duplicate.

### Praise First



Training people to innovate for growth  
Facilitating effective meetings  
New product concepts and strategic planning  
Organizational development to foster innovation

*"Cautious, careful people, always casting about to preserve their reputations...can never effect a reform."  
—Susan B. Anthony*



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