

Why Most Good Ideas Never Get Realized?

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An average person has around 70,000 thoughts a day! Great ideas are a dime a dozen. The sad fact: the vast majority of these ideas are just what they are. An exploding neuronal spark that slowly fades away into the darkness of someone's cranial database.

Why do most ideas never transform to tangible reality? Simple answer: the idea never goes through the entire innovation life cycle. Real answer: Ideas are owned by teams that lack the essential characteristics of idea realization.

Ideas don't realize themselves. With the exception of the Steve Jobses of this world, you won't go far enough implementing ideas alone! In its barest forms, a team vitally needs three types of members, each with a different skillset that contributes to an idea's growth.

The Visionary:

The intellectual idea generator. They are the readers, the passionate empathizers. The imaginative souls with a deep sense of purpose to change the world. These are the big-picture folks that provide the 'What' and 'Why' answers. The zealously charismatic storytellers that create brand culture, and are capable of winning hearts better than minds.

The Planner:

Planners quantify an idea. These are the experienced market analyzers, the opportunity evaluators, they see pros and cons miles away, and design the most solid 'When Where Who' strategy on 'How' to realize an idea. They are thoroughly process oriented, highly organized, and extremely detail oriented. These are business case presenters that raise funds and breed sponsor confidence. They win minds by splendidly utilizing factual logic.

The Executor:

The street-smart, highly extroverted, people's guy. The practical, task-oriented salesman that hits the ground running every time he/she falls. They go out there, jump over obstacles, and actually *Do* what is needed to make things happen. These are the tactful entertainers that bring a smile to customers. They energize their surroundings to make it the most efficient operational environment.



There you have it! Each and every idea needs to traverse through these three profiles to mature from one stage to another. The chain is as strong as its weakest link. One profile type missing, and the idea tumbles. Complement such a team with a well-synchronized dosage of passion and trust, and you got yourself a new innovational product.

Best of luck everyone!