



# Pluses, Potentials, Concerns – Overcome Concerns (PPCo)

Review your clusters of ideas and blend them into a “story.” Imagine what your solution would look like when it is implemented. Create a picture with rich details in your mind. Begin your story with the phrase, “What I see myself (us) doing is...” This is your idea phrase.

What I see myself (us) doing is:

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List at least **three pluses or specific strengths** of your idea phrase. What is good about your idea right now?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List three **potentials, opportunities, speculations, spin-offs or possible future gains**. What might be the result if you were to implement your idea? Use the phrase, “It might,” to list your potentials.

1. It might... \_\_\_\_\_  
\_\_\_\_\_
2. It might... \_\_\_\_\_  
\_\_\_\_\_
3. It might... \_\_\_\_\_  
\_\_\_\_\_

Finally, list the **concerns** you have about your idea. Be sure to phrase each concern as a question that will allow you to overcome each one and move forward. Begin your concerns with “How to...”

- How to... \_\_\_\_\_  
\_\_\_\_\_
- How to... \_\_\_\_\_  
\_\_\_\_\_
- How to... \_\_\_\_\_  
\_\_\_\_\_

**Review your concerns. Decide which one is the most important to you.**

Generate at least 12 ways to overcome that concern.  
Once you have enough ideas to overcome your most important concern, go to your next most important concern and generate ways to overcome that concern.  
Do this until all of your concerns have been overcome.



**Issue 1. How to...**

***Ideas for overcoming concern one:***

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

**Issue 1. How to...**

***Ideas for overcoming concern two:***

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

**Issue 1. How to...**

***Ideas for overcoming concern three:***

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Now review the information that you wrote for Pluses, Potentials and Concerns on the previous page, and especially the ideas that you generated for overcoming your concerns. Re-write your concern on the next page beginning with the phrase, **“In order to...”**  
Then select the best ideas to over your concerns and place them below the phrase, **“I will...”**

**DEVELOP SOLUTIONS**



**Strengthening Your Solution**

**Pluses, Potentials, Concerns – Overcome Concerns (PPCo)**

*In order to:* \_\_\_\_\_

*I will:* \_\_\_\_\_

*In order to:* \_\_\_\_\_

*I will:* \_\_\_\_\_

*In order to:* \_\_\_\_\_

*I will:* \_\_\_\_\_