DEVELOP IDEAS & GENERATE ACTIONS

Select the ideas that you want to make happen. Blend your ideas into an IDEA PHRASE.

3 PLUSES ➔ 3 POTENTIALS ➔ CONCERNS
List at least three pluses or specific strengths of your idea phrase. What is good about your idea right now?
List at least three potentials, opportunities, spin-offs or possible future gains from your idea phrase. Use “It might...”
List the concerns you may have about your idea. Phrase each concern as a question. Use “How to...”

OVERCOMING CONCERNS
For each concern generate at least 12 ideas to overcome the concern. Start with the most important concern first.

12 IDEAS

STRENGTHENING YOUR IDEA
Rewrite your concerns beginning with the phrase: “IN ORDER TO...”
Select your best ideas to overcome your concerns and write them below the phrase: “I WILL.... (TAKE THIS ACTION).”

PLAN FOR ACTION
GENERATE ACTIONS
WRITE ALL THE ACTIONS YOU NEED TO TAKE TO MAKE YOUR SOLUTION HAPPEN.
TIPS FOR GENERATING MORE ACTIONS:
• What might you do to make your solution easy to understand?
• What might you do to demonstrate the advantages of your solution?
• What might you do to gain acceptance of your solution?
• What special places or locations might you use to implement your solution?
• What are some places or locations to avoid?
• What special times might you use to implement your solution?
• What might be all of the things that might assist you when implementing your solution?
• What might be all of the things that might resist you when implementing your solution?
• What might be all the ways to overcome any resistance to your solution?
• What additional resources might help you to implement
• How might you pretest your solution?
• What first steps might you take to put your solution into action?

FORM A SPECIFIC PLAN OF ACTION
SELECT YOUR MOST IMPORTANT ACTIONS & PUT THEM IN THIS FORMAT:
• What is the specific action step that is going to take place?
• Who is going to do this action step?
• When will this action step be completed?
• Who will check to make sure it is done? Or, who do you need to support you to accomplish the action?

TIP: MAKE SURE ONE OF YOUR FIRST STEPS OR ACTIONS IS SOMETHING THAT CAN BE ACCOMPLISHED IN THE NEXT TWENTY-FOUR HOURS.

SAMPLE:
<table>
<thead>
<tr>
<th>ACTION TO BE DONE</th>
<th>WHO?</th>
<th>BY WHEN?</th>
<th>REPORT TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term</td>
<td></td>
<td>(start date to end date)</td>
<td></td>
</tr>
<tr>
<td>Intermediate Actions</td>
<td></td>
<td>(start date to end date)</td>
<td></td>
</tr>
<tr>
<td>Long-Term Actions</td>
<td></td>
<td>(start date to end date)</td>
<td></td>
</tr>
</tbody>
</table>

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