735   Do You Need Some Ideas?

Could you use some new ideas in your organization? I'm Jerry Roberts, and how you can get a big ol' mess of 'em is coming up next, on The Extra Point.

The events of the past 24 hours and the fact that we've all got a lot of work to do. I'm Jerry Roberts, and that's next, on The Extra Point.

Forbes magazine recently came out with an article which presented the concept that businesses need ideas. Lot of ideas. Good ideas. Lots of good ideas. I'm onboard with that because I know many leaders who appreciate good ideas and want more of them.

The trouble is, organizations seem to have trouble getting workers to contribute ideas. Before we touch upon ways to do that, Forbes briefly explored one reason why employees don't come up with more ideas — because they don't consider themselves creative. And the reason for that is a bit surprising.

"Most employees don't consider themselves creative because their schooling and work experiences, all highly routinized, don't reward creativity; they reward conformity." Think about that for a moment. Are we guilty of trying to squeeze round pegs into square holes, etc., making everybody think and act alike?

We don't start out that way. Babies are curious, and do things spontaneously. Their creativity is not on some sort of schedule. However, by the time we become adults, we're very much obedient to a schedule. Creativity is tough to put on a schedule for most people. It comes when it comes.

Another issue are the barriers to creativity. Things like bias and judgment, internal competition and disagreements. People put our ideas up against the ideas of others, and

then sometimes politics takes over. Or tradition. "Hey, that's not the way we do things around here." When creative people run up against things like this, they often shut down.

So, with the help of Forbes, here are ways to jumpstart the idea process. I won't give them all to you, but here are some to think about:

1. Always engage in mind stretching. What is mind stretching? Go online and search for mental exercises, and you might see something on neurobic exercises. Those are brain exercises. These are things you can do as individuals or as teams.

2. Ask "what if?" My favorite question, and I'm not alone in that. It was also the favorite of a fella named Albert Einstein. He came up with a couple of ideas.

3. Set unreasonable expectations. When Airbus and Boeing did that, they developed the A-380 and the Dreamliner jetliners. Their expectations were way off the scale. We don't know if the actual expectations were even higher than what they got with those two planes, but even if they did fall short of what they were after — it still turned out pretty good.

4. Be ready to get rid of those expectations, under certain circumstances. A company named Sealed Air Corporation once made wallpaper padded with air bubbles. It was not a commercial success. Then they got the idea that air bubbles were protective, and Bubble Wrap was born.

5. Experiment with your ideas. What else can they be? Arthur Fry had an idea for a bookmark that would stay in place. He happened to work for company named 3M. They did some brainstorming and the bookmark turned into Post-It Notes.

(Con't.)

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6. This paves the way for the last one for today. Two-time Nobel laureate Linus Pauling said, "The best way to have a good idea is to have lots of ideas." If you encourage people throughout your organization to contribute ideas, you may be amazed. Good ideas come from lots of ideas. Great ideas come from lots of good ideas.

How about creating a competition at work, and come up with a pool of ideas you can wade through. You'll almost certainly get to "good," might get to "great," and what if you have one or two that are unbelievable? Get after it.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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