



**This show-stopping Killer Phrase** gives your idea the thumbs down before the curtain even rises.

a/k/a: “What will they say upstairs?”

“The boss will eat you alive.”

“There’s a reason this organization isn’t a democracy.”

### **Defusing Strategy:**

Shift the perspective to turn a poor dress rehearsal into a great performance.

**You’re the boss.** Step into the chief’s shoes for a moment and brainstorm why the boss would never go for it. Now, step back into your own. Which reasons give you additional information to strengthen your idea? How many negative reasons can you turn around?

**Go to the opposite.** Restate the Killer Phrase as a question: “When would the boss go for it?” Ask yourself whether your competitor’s boss would go for it and why.

As a boss or manager, are you a stepping stone to innovation – or a stumbling block to progress? Your expertise may create a filter that only the blandest of new ideas can survive. Encourage divergent thinking throughout your organization by showing that you don’t have all the right answers.