



This is a favorite response by someone who **cannot evaluate an idea outside the context of profit-and-loss statements**. This Killer Phrase puts bureaucratic muscle behind anything having to do with dollars and cents—or dollars and sense.

This familiar phrase also goes by these variants:

“There’s no such thing as a free lunch.”

“Do you think money grows on trees?”

“Just wait ‘til they run the numbers.”

Defusing Strategy:

Move beyond funding issues to fundamental changes with one of these bottom-line approaches:

Think like an entrepreneur. If this were your company, how would you fund your great idea?

Know thy budget. When your department is experiencing a significant revenue shortfall, it’s realistic to expect to hear, “It’s not in the budget.” However, consider responding like this:

- Can we fund a prototype or a test?
- Can we borrow the money from other sources or pool budgets?
- How can we enact our plan for free or on a shoestring budget?

Journey to the future. Work with colleagues to visualize the future by showing what will happen if you do implement the idea—and what will happen if you don’t.