



An epitaph to new ideas: Blessed are the trailblazers who spark innovation for they shall be fired.

a/k/a: "That's not consistent with the way we do things."

Defusing Strategy:

Use the following strategies to move from canned to can-do!

Rewrite history. You're not the person who said it before and you did your homework...right? You know your idea is good – show that this is a new situation with new outcomes.

Review the situation. Where is the "last person" now? Is that person happier? Is this an environment where people get fired for new ideas – good or bad? If so, **start looking.**

Be glad you're not the first. Often the pioneers and messengers get arrows in the back. At one time, casual dress meant firing.

Are you lovesick? Have you ever seen people who are so in love with their own ideas that they ignore valuable signals? Check the "last person's" timing and be willing to let your idea evolve slowly.

A word to the wise: This Killer Phrase is a warning sign. In your organization, is the penalty for failure greater than the penalty for inaction? Does product loyalty take precedence over knowing the marketplace? Beware of missing the future and becoming a thing of the past.