

# Ha! Ha! Ha!



a/k/a: "You've got to be kidding me!"

"... a fake smile."

"... rolled eyes."

A favorite axiom among creative thinkers is this: "If everyone says you're wrong, you're one step ahead. If everyone laughs at you, you're **two steps ahead.**" Therefore, if your great idea is met with laughter, you might just be proposing something so innovative, no one has ever considered anything like it before!

"If an idea does not appear bizarre, there is no hope for it."

—Niels Bohr, physicist

## Defusing Strategy:

Accept the laughter and run with it. You have a head start. Make laughter the best medicine for your new idea with one of these healthy prescriptions.

**You're in good company.** Recall other laughable ideas that are now success stories. The adhesive that didn't stick is a must-have when combined with yellow paper squares to make the Post-It Note™. So, agree that your idea is way out there, then ground it with a statement of benefits.

**Times change.** In the 1950s, the United States laughed at what it perceived to be the low quality of Japanese and Chinese products. Who's laughing now?

**Smile back.** Sound simple? Yes, and effective. Returning a smile builds rapport, sets a tone of equality, and encourages conversation. It makes you feel better, too.