



A door-slamming, ego-deflating idea-squasher suitable for business, home-repair projects, or play.

Also known as:

“It’ll never fly.”

“It’ll never sell.”

“It’ll never win approval.”

Defusing Strategy:

There are several ways to fight back against overgeneralizations:

Create a “working” definition. Often the core issue is reconciling different definitions of the verb “work.” Does “work” mean:

- 100% perfection?
- Leaping tall buildings in a single bound?
- Just producing a desired result?

Ask, “How well does the idea have to work to be successful?”

Replace “It’ll never work” in your own conversations with:

- Can we do a test first to see the results?
- Where do you think this will work best?
- What will it take to make this work?