



The naysayer's adage: **"If at first you don't succeed...drop it!"**

a/k/a: "That's been done to death."

"I've heard that one a million times."

"Not that again."

## **Defusing Strategy:**

Diagram this sentence to uncover the root cause.

**"We."** Who was "we"? Were they empowered to succeed? Did they have adequate resources? At one time, some people in the organization believed in this idea. Rekindle that support and show that, with backing, additional knowledge, and new circumstances, the idea can succeed this time.

**"Tried."** How hard did they try? For how long? Compare current and past situations to show it is time for another try.

**"That."** True, something about your idea sounds familiar – but probably not identical. Find similarities and differences. Highlight the new twists in your idea.

**"Before."** When? Under what circumstances? Demonstrate that conditions have changed, offering an entirely new arena for the idea. Listen for conditions that haven't changed and may hinder your idea's success. Look for ways to change or adapt to them.

Please be careful, especially with new employees, not to greet new ideas with "We've tried that before" – **even if you have.**