

Idea Builders vs. Idea Busters

Use this sheet to build better meetings, create innovation, and energize participants.

	Instead of busting an idea by saying...	Build it with language, such as...
1.	It just doesn't grab me	Tell me more
2.	We tried that before and it didn't work	What's different now that might make it work
3.	Who's going to do it	Here's a way to do it
4.	It's been done to death	Let's do it better (or differently)
5.	We can't afford that	Let's figure out a way to pay for it
6.	Don't fight the system	Let's change the system
7.	We've never done anything like that	...until now
8.	Yes...but	Yes...and
9.	The partners (board) will never buy it	How can we sell it to the partners (board)
10.	That's really off the wall	That's really on the ball
11.	Oh??	Yes! Let's try it.
12.	I like my idea better	Let's combine ideas and see how that works
13.	That won't work	How can we make it work
14.	The timing isn't right	Let's work out the best timing
15.	That only solves half the problem	Let's isolate what works & look at concerns
16.	Good in theory, but let's be practical	Great! Let's figure out how to make it work
17.	Great idea, but not for us	Great idea--how can we make it work for us
18.	Where'd you get <i>that</i> idea?	Bravo!
19.	It'll never work (fly, sell)	How can we make it work (fly)
20.	What will the board (committee) say	Let's make sure we address the board's (committee's) concerns
21.	I don't agree	I agree with (x and y) and need help in understanding (z)
22.	I have a better idea...	Building on your idea...
23.	It doesn't solve the problem	Let's connect this back to the problem
24.	(Any expression, body language or words that judge or negate an idea initially)	<i>(Be silent...let the idea or thought sink in...look for the "good," then respond)</i>

Keep it Simple, Remember

- Few ideas are perfect at first ...give yourself and others permission to be *approximately* right.
- Build ideas...and watch them grow into solutions. Credit others where it is due.

About the Author

Charlie Hawkins has over 40 years' experience as a product marketer, entrepreneur, meeting facilitator, business coach and human behavior specialist, and is the author of *Make Meetings Matter*, a complete guide for planning and running effective meetings. Find more resources about meetings at: <https://starrsites.com/articles/CharlieHawkinsArticles.html>.