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Leading with Purpose Passion and Power

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Hi Petra,

**All good ideas must die...
*gaping void***

This dropped into my in-box and nearly blew my sox off! I've been working away to find a more upbeat and memorable term for 'whole brain processing' to use in marketing my book. And, despite a lot of ideas, I've been unable to find... so far!.. 'the' one.

I know it's lurking there. On the tip of my tongue. Just behind my eyes. And I can feel part of me frustrated as it slips out of my grasp ... *almost* had it that time!

So what do I do? Make do with the best idea I've come up with, the best alternative phrase I've delivered so far? Sooo tempting... I can put this baby to bed then. The project's done, dusted. That will do... move on!

How many times have you and I done just that? Indeed, are there times when 'good enough' is, in fact, good enough? I guess it depends on the context and content of what you're working on. Or does it? Can you ever make a case for 'good enough'? Guess I do when the 'thing' doesn't matter that much to me...

BUT... ideas! The quality of your ideas *does* matter. They're your ambassadors out in the world and how they conduct themselves says a whole lot more than any CV or marketing material ever could. Your ideas are your collateral, your equity, your Inner Leadership word!

Never, never sell your leadership short by settling for 'good' ideas...

As gaping void says, **good ideas have to die so that great ideas might live!**

So... what ideas are you working on? And which of your 'good' ideas do you need to kill off... yes, *you* have to kill them off!... to let the great ones emerge? Not so easy, eh?

You and I hang onto our good ideas as if they were sacrosanct, as if letting go of them would mean the end of the world. Well, it would. It would mean the end of being mediocre, of bleating platitudes, things we know other people will be comfortable with. It would mean the end of hiding your personal and leadership greatness behind the mist of your 'good' ideas.

#1 Head a blank sheet of paper with the ideas you're working on.

#2 Doodle on it, go for a walk, dance to loud music, jump up and down fiercely!

#3 Then, without lifting your pen from the paper, write a stream of ideas including the crazy, bizarre or seemingly impractical ones. Include your stream of consciousness like, 'this is a waste of time'... That only means you're getting hot!

#4 Put your sheet of paper away for 12-24 hours to let your 'whole brain processing' work on it.

#5 And, I guarantee, when you return, your great ideas will zap and zing from what you've previously recorded!

Mmm... How clever that my Inner Leadership has guided me to exactly what I need to do through sharing it with you.

And, of course, if you have a *great* alternative phrase for 'whole brain processing' do let me know. If I adopt yours, a copy of my new book, *Whack Around The Head, Purpose Passion and Power at Work Right Now!*, will wing it's way to you as soon as it's published.

Richness to you...

Sharon

PS My amazing one-session coaching packages will launch very soon. To get your exclusive, priority notice to be able to book one of the limited places, if you so wish, click here to email me with **YES PLEASE** in the subject line. Of course I'm making my no obligation offer sound juicy... because it is!

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