

Getting the Most From an Idea

Not everyone agrees with Robert Schuller's theology or philosophy. Regardless of what you think of him, you may find helpful his 10 effective steps to managing your ideas better.

1. Never reject an idea because you see something wrong with it! Instead, isolate the negative from the possibility. Exploit the possibility and subliminate the negative.

2. Never reject an idea because you won't get the credit! Decisions must be based on needs that transcend your own desires.

3. Never reject an idea because it's impossible! The important issue is whether the idea is a good one. If so, then develop a way to achieve it.

4. Never reject an idea because your mind is already made up! I'd rather change plans while still in port, than to set sail and sink at sea.

5. Never reject an idea because it's illegal! You shouldn't violate the law, but don't reject an idea because it's illegal. You might be able to get the law changed!

6. Never reject an idea because you don't have the money, manpower, muscle or months to achieve it! A super-successful person has few resources, except the capacity to take an idea and marshal stronger and smarter people around him or her to pull it off.

7. Never reject an idea because it will create conflict! Every idea worth anything is bound to be rejected by some people.

8. Never reject an idea because it's not your way of doing things! Maintain a balance between the tension of an idea that demands exploitation and the limitation of the resources available.

9. Never reject an idea because it might fail! There is risk in everything. Isolate the risk, insulate it and eventually eliminate it.

10. Never reject an idea because it's sure to succeed! To choose failure instead of success for the sake of being humble is not super-Christian; it's dumb. Only successful people can help people who are failing.

Jesus Christ is the world's greatest idea manager. He said, "If you have faith as a grain of mustard seed, you will say to this mountain, 'Move from here to there,' and it will move; and nothing will be impossible to you" (Matthew 17:20).