

How to Create Your **BIG** Idea



Geoff McDonald @Ideas Architect #ideaslunch

Part 1

Why do I need a **BIG** Idea?

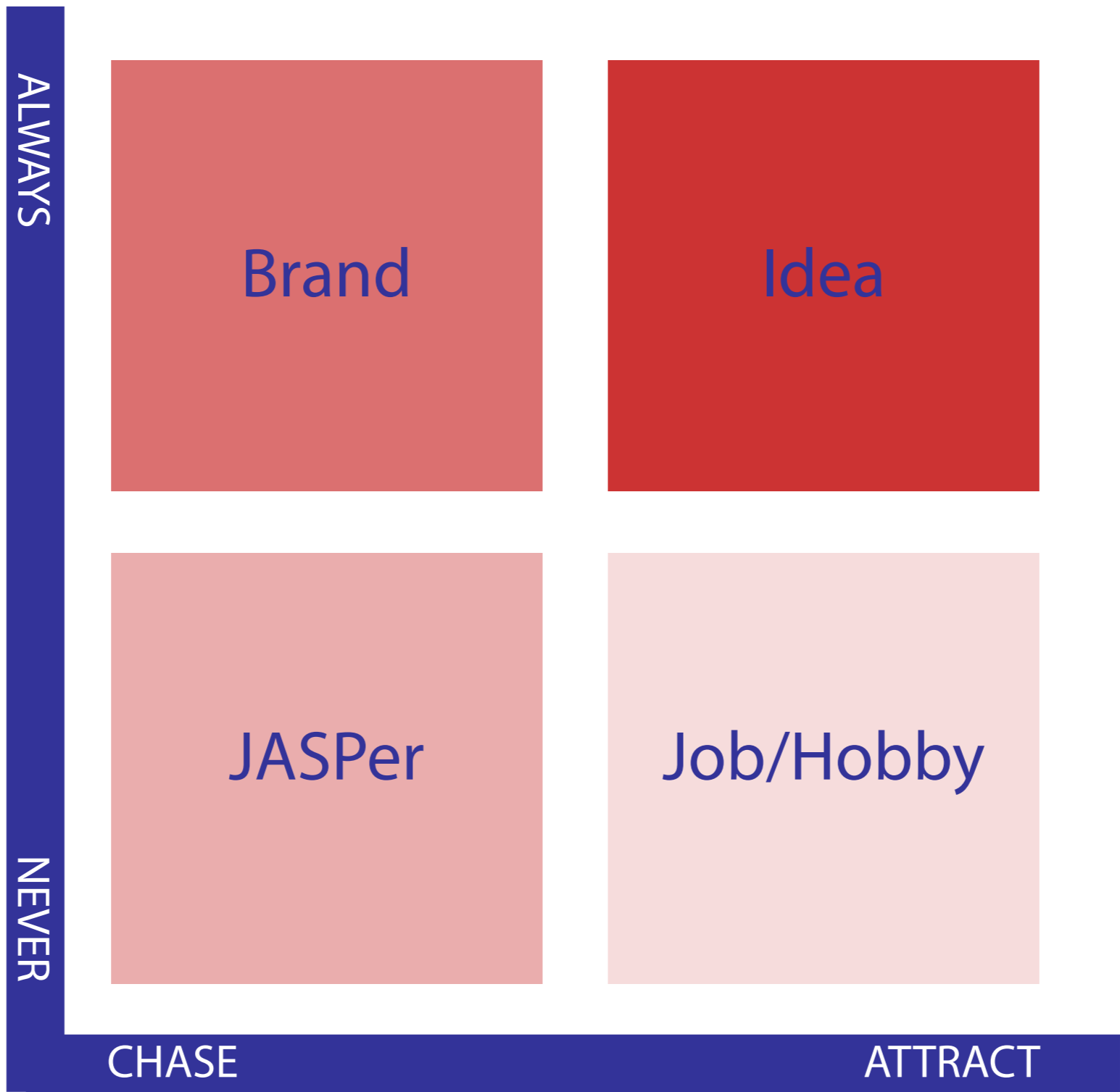
Who is your Ideal Client?

Chasing or Attracting?



Do you spend more time chasing work or attracting it?

Ideal Client



Getting Clients



Supermarkets are highly competitive, price sensitive markets

Brand

Idea

JASPer

Job/Hobby

What are you building?



Find me a BIG idea

Google Search

I'm Feeling Lucky

#ideaslunch You don't find compelling ideas, you create them.

Part 2

What's the **BIG** Idea?

Your BIG Idea is the key to attracting your ideal clients

The diagram consists of two large, solid blue circles positioned horizontally. The left circle contains the word 'Thought' in white, sans-serif font. To the right of this circle is the word 'Vs' in a red, sans-serif font. To the right of 'Vs' is another large, solid blue circle containing the word 'Idea' in white, sans-serif font.

Thought

Vs

Idea

What's the difference between a 'thought' and an 'idea'?



Changing Worlds

#ideaslunch What game are you playing?



Changing Worlds



My

Our

The

Changing Worlds

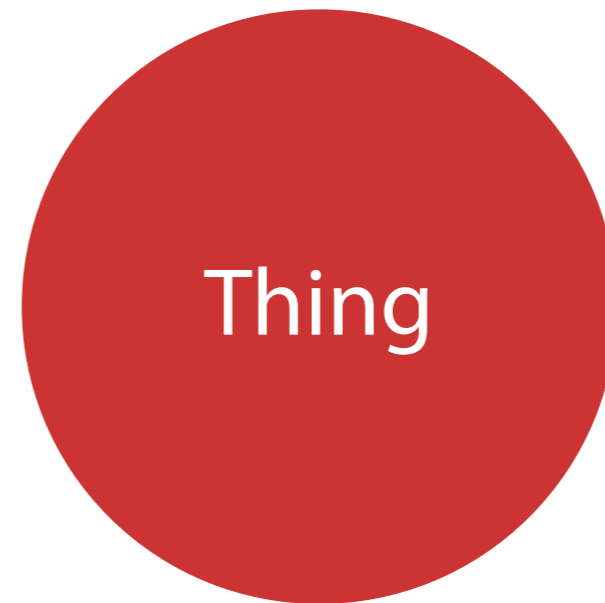
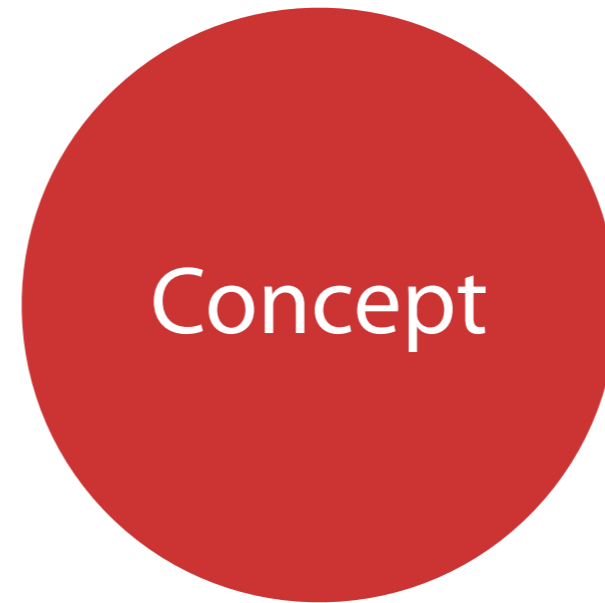


The

Our

My

Changing Worlds



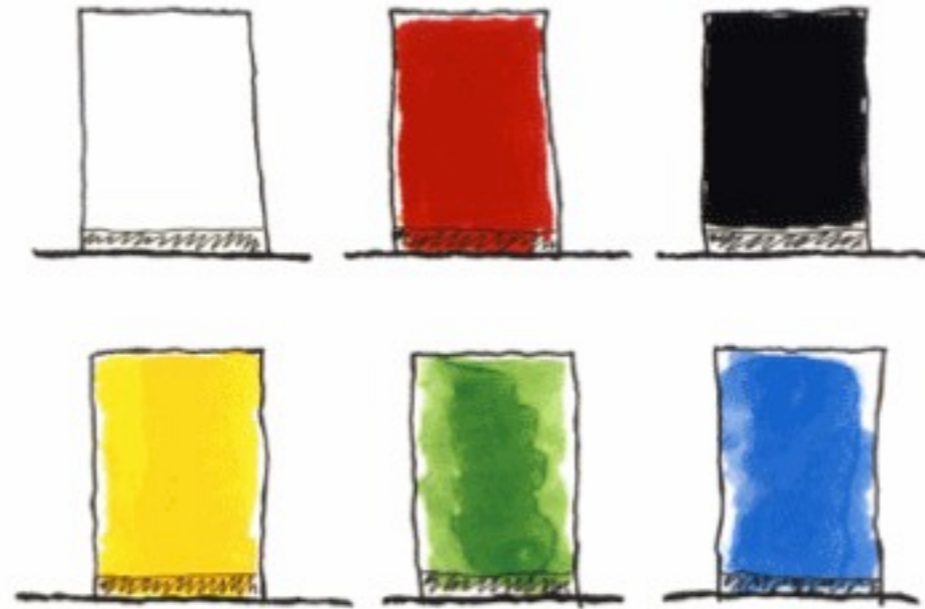
What's your BIG Idea?



Change my view of the world



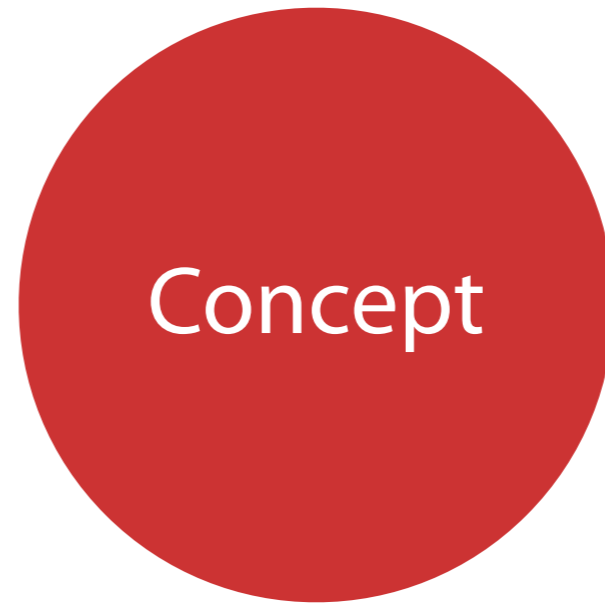
Change my capability



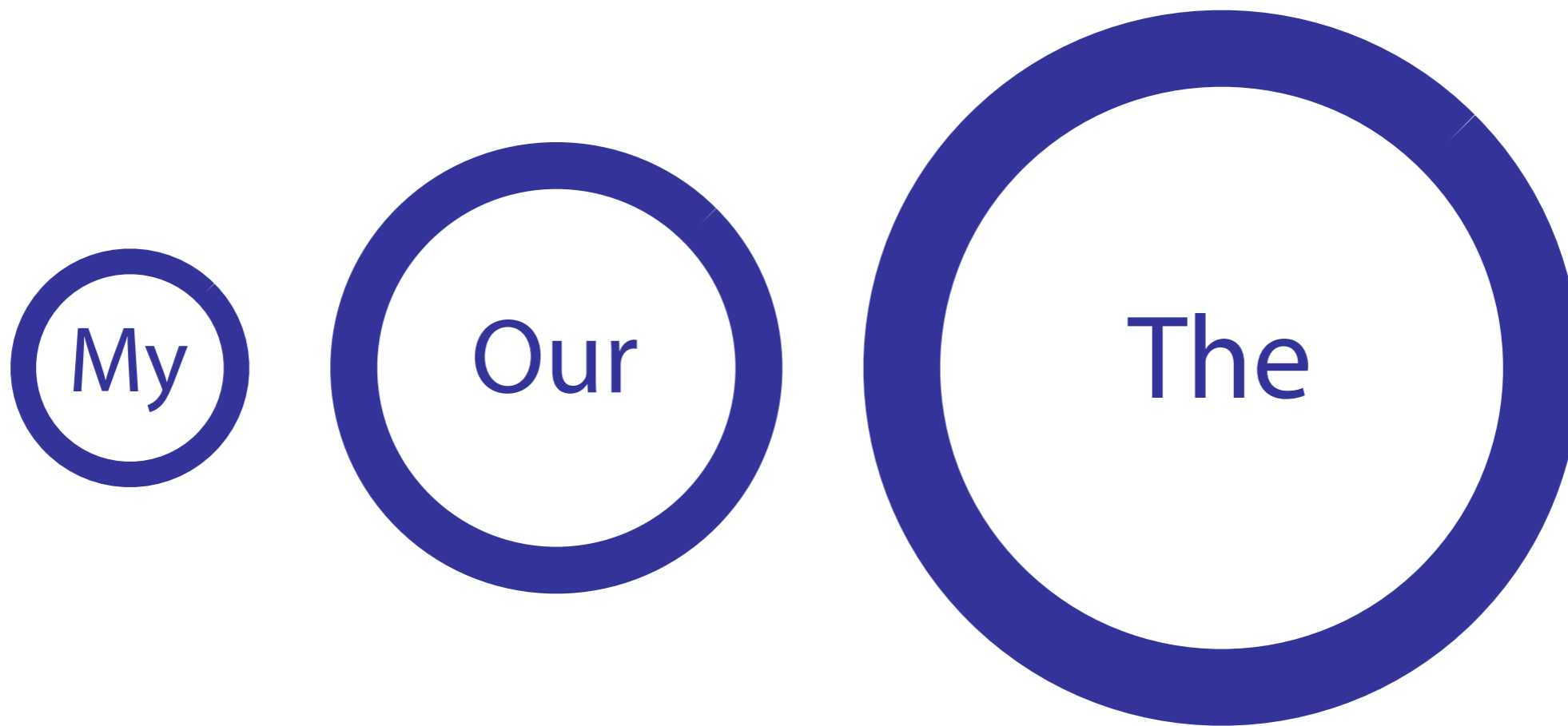
Change how I do things



Change what is possible for me



What's your BIG Idea?



How BIG is your idea?

Part 3

How do I create my **BIG** Idea?

Analyse or Create?



Manifesto

A Public Declaration of Your Intent



#ideaslunch Manifestos are created to cause change



The Ten Commandments



YOUR Ten Commandments

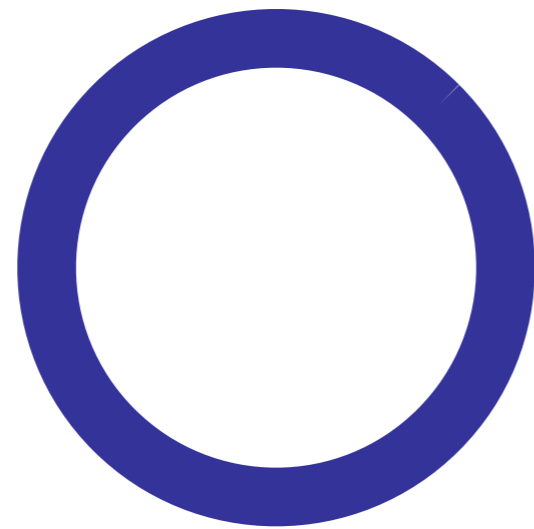
YOUR Ten Commandments define your expertise

Manifesto

Write the Rules of Your Big Idea



#ideaslunch Positioning Shortcut: Write the rules!

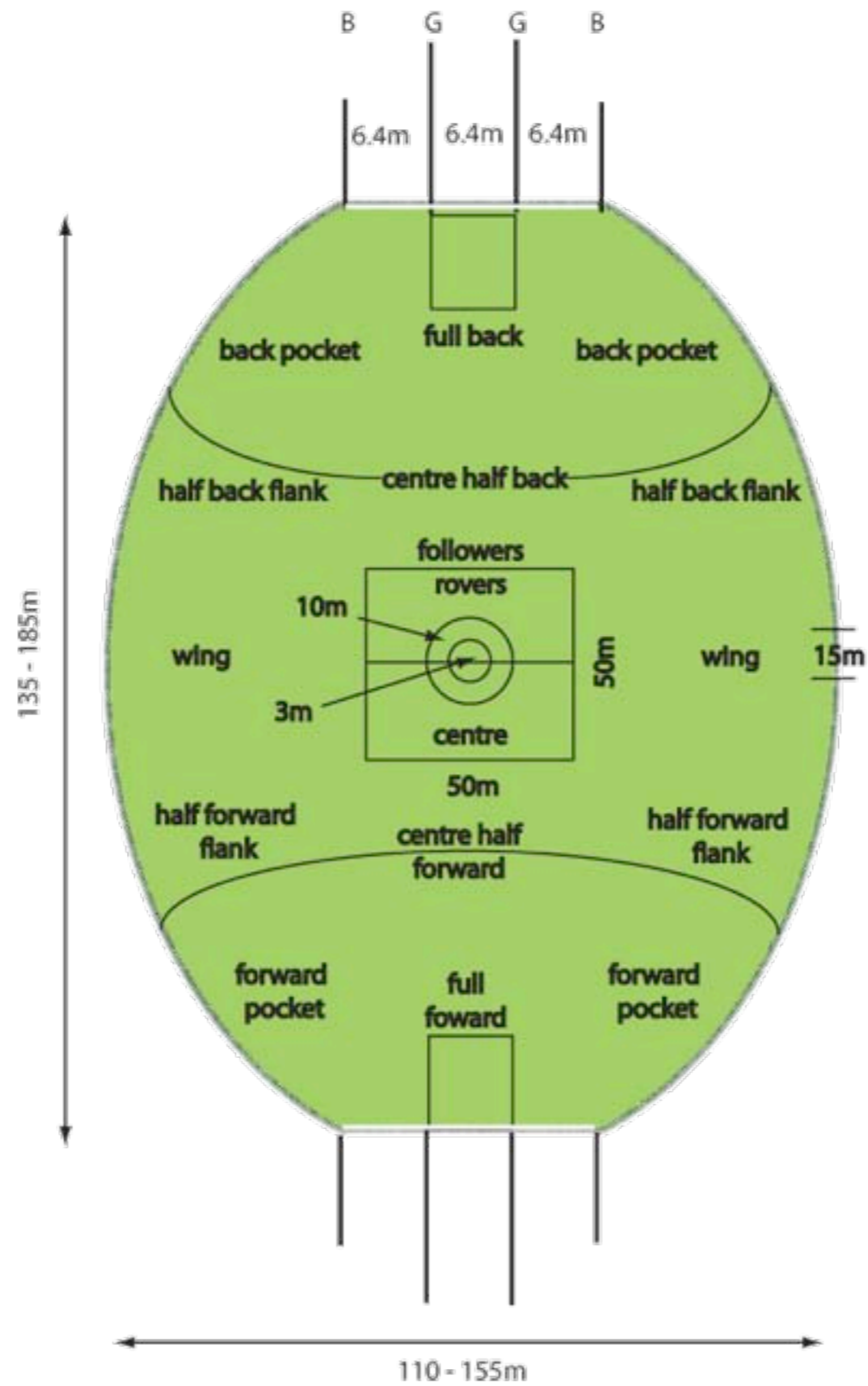


Context

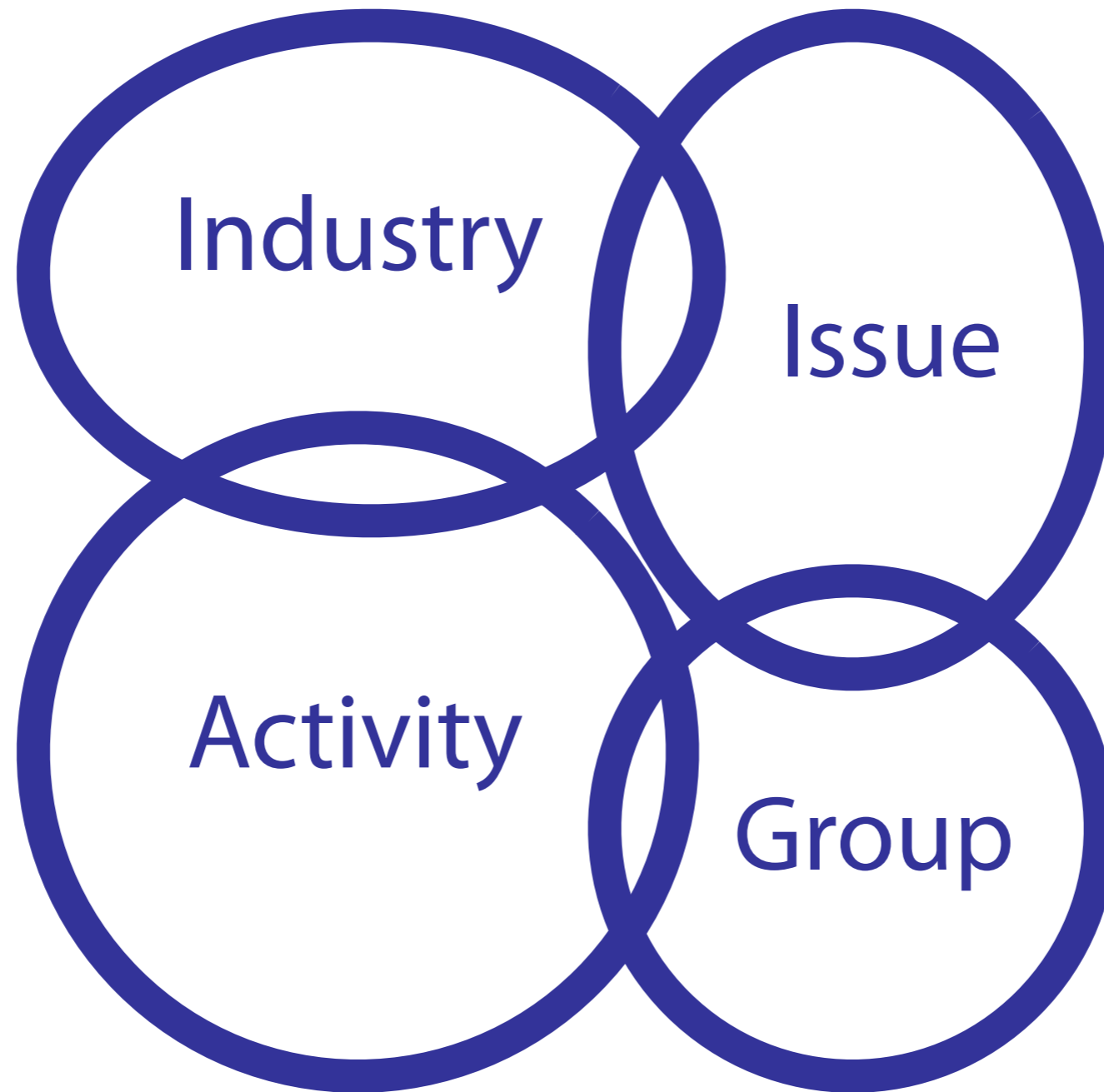
Manifesto Part 1



Where are you?



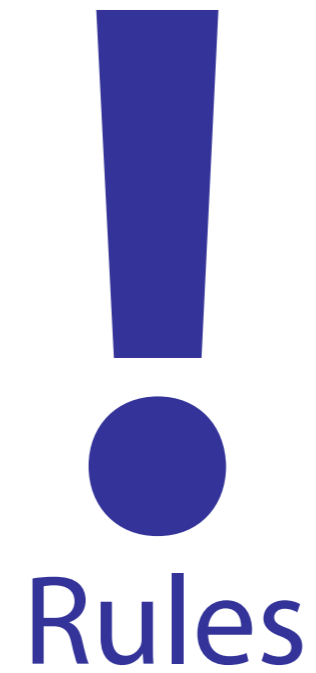
A context defines a space



Business



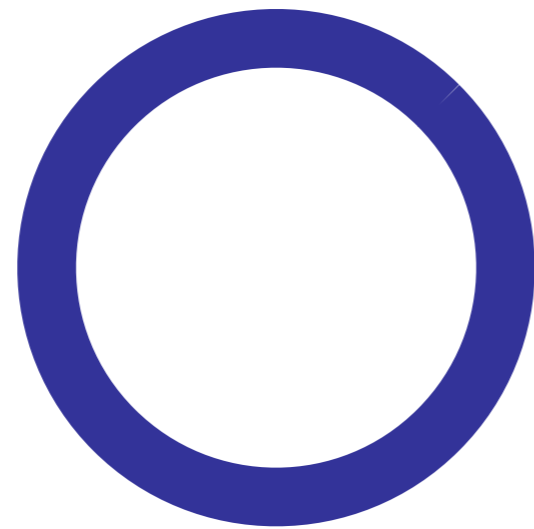
Couples



Manifesto Part 2



Rules

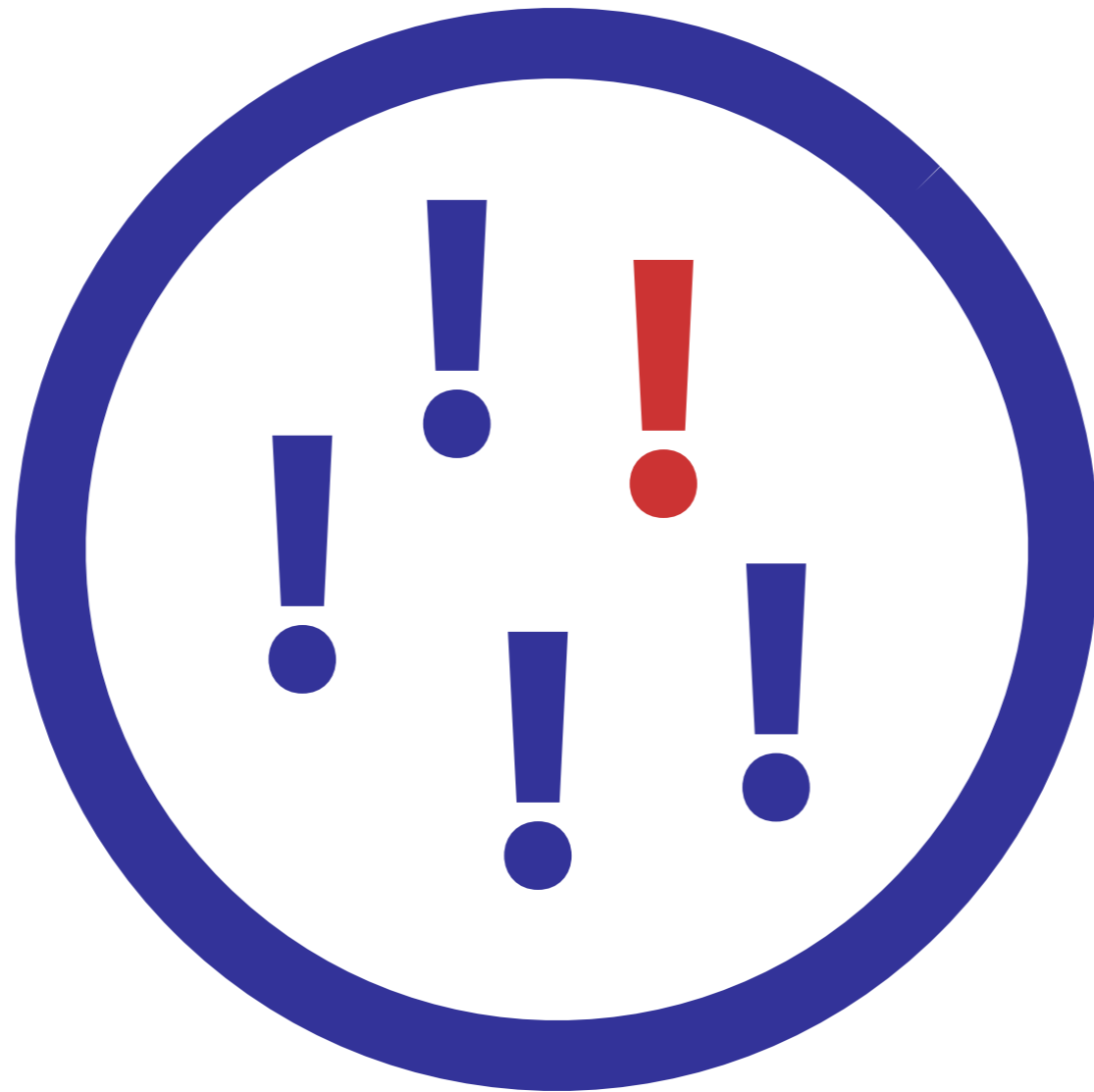


Context



Rules

Your BIG Idea



#1 New rules within an existing context

The Manifesto Manifesto

1. Manifestos are primal
2. Manifestos terminate the past
3. Manifestos create new worlds
4. Manifestos trigger communities
5. Manifestos define us
6. Manifestos antagonise others
7. Manifestos inspire being
8. Manifestos provoke action
9. Manifestos command presence





#2 New context within an existing context

We are the Optimists!

We... Use a Wide-Angle Lens

Seek Opportunities

Choose a Sphere

Look for the Sun

Do Stuff

Show Gratitude

Have Helium Balloons

Are Universal Connectors

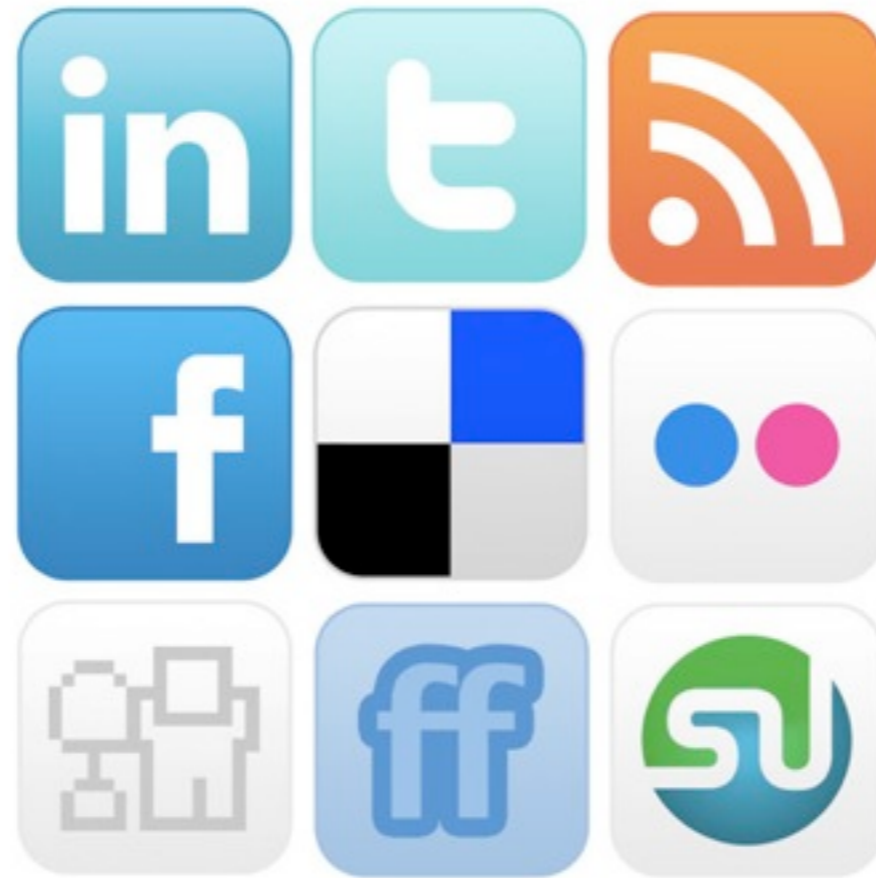
Learn from Every Experience

Manifesto

3D Mission Statements







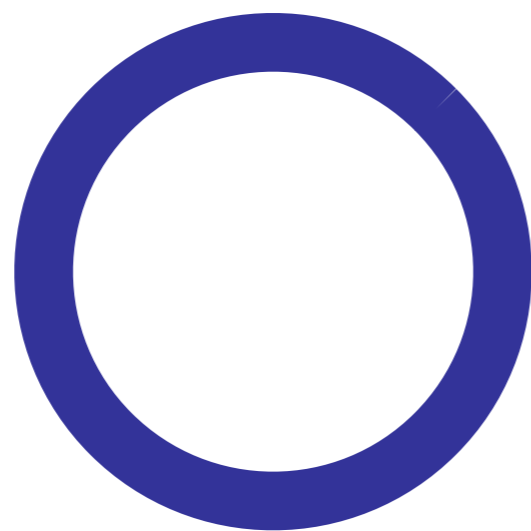
Real Time Marketing



The Living Organization



Climate Design



Context



Rules

What's Your BIG Idea?

Part 4

What's Next For My **BIG** Idea?

#ideaslunch Without action, change happens to you

Finish it!



Email me: geoff@ideasarchitect.com.au

Post it!



Expand it!



The Manifesto Manifesto

1. Manifestos are primal
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Workshop: How to Design, Build and Sell Your Ideas

Melbourne 19 August 8:45am - 4:30pm



\$450 +GST

\$270 +GST

\$180 +GST

29 July

Workshop: How to Design, Build and Sell Your Ideas



Webinar : The 3 Things Every Business Needs To Build

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