



Good Idea. Now What: How to Move Ideas to Execution

Charles T. Lee

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Good Idea. Now What: How to Move Ideas to Execution Charles T. Lee **Proven pathways for taking ideas to implementation**

We all have ideas—things we want to do or create—but only some of us will do what it takes to see those ideas come to pass. In *Good Idea. Now What?* readers will discover some of the essential values and principles that guide successful idea-makers, including the leveraging of mixed environments for creativity, working through resistance and setbacks, developing a practical plan for implementation that works, navigating collaborative opportunities, and communicating your idea to make it truly remarkable.

Whether you're just a creative type, or the leader of an organization, you must figure out a creative process and develop an infrastructure for implementing your ideas. *Good Idea. Now What?* offers systematic advice for moving your ideas to execution. It will show you:

- The fundamental elements of a good idea
- Tangible pathways to follow after initial inspiration
- The importance of branding and its impact on ideas
- Practical advice for developing a loyal tribe of supporters who will take your idea to a whole new level

It's not enough to be inspired. Learn how to follow through on your ideas and discover how great an impact you can have!

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