

PART

1

# Where Do Good Ideas Come From?

<http://www.pbookshop.com>

<http://www.pbookshop.com>



# Strategy or Chance?

“It’s about strategy! Be intentional.”  
“It’s about timing and chance! Pray for luck.”  
How does a good idea come to life? Strategy? Timing? Luck?

Yes.

A good idea is often a thought conceived at the intersection of strategy and chance.

Louis Pasteur, a nineteenth-century French scientist and the inventor of the process of pasteurization, said it this way: “Chance favors the prepared mind.” In other words, a mind that is trained to engage new ideas is far more likely to recognize important idea connections than the casual observer.

Want to stack the odds in your favor? Here’s a little secret that the most effective idea makers use to their advantage: a good grasp of the former—intentional strategy—can actually increase your odds when it comes to the latter—the favor of chance.

Although none of us can control or predict these chance opportunities, we can work toward developing a mind-set and process that allows us to be more proactive toward making our ideas come to life. Our eyes should be focused on the hard work of executing ideas rather than being distracted by the flash of chance. Unfortunately, far too many people over-exert themselves in finding the right opportunity to gain exposure for their idea without giving enough attention to the core business of what they hope to produce. This often comes back to bite them.

History has shown us repeatedly that it takes intentional time and effort to develop a good idea. Even in our age of instant access to information



#### 4 Where Do Good Ideas Come From?

and resources, ideas of significance (even digital ones) are rarely formulated in a quick moment. Although it's true that technology allows us to speed up production, technology still lacks the ability to make intuitive decisions that are often needed to create viable connections between concepts. That's good news! The world still needs creative idea people like you.

But should you rely on chance? I suppose that you could just go for it and hope for the best. Maybe you'll win the lottery as well! (Or not.)

Keep reading.

We all need guiding principles and processes for idea making that allow us to have a prepared mind when chance shows up at the door.

---

Good Idea (key thoughts from this section)

Now What? (your ideas and next steps for execution)

---

“Chance favors the prepared mind.”

---

---

---

Our eyes should be focused on the hard work of executing ideas rather than being distracted by the flash of chance.

---

---

---

It takes intentional time and effort to develop a good idea.

---

---

---