



# 3 Minute Mentor

Episode 11 Show Notes

# No one will implement my ideas.

Let's start with the assumption you have a really great idea. You should ask yourself, "how do I know." If it is and it's being blocked, three questions to ask:



## 1. Is it me?

- Is there something about you or the way you are selling the idea?
- Is there enough detail or business plan?
- Are you explaining it well? Research shows that less than 7% of your effectiveness is the actual content.
- Sometime it's the effectiveness of your communication - is that what's holding you back?

## 2. Is it my boss?

- Be careful of paranoia here – it may be you.
- Is it your direct boss or the culture of the company - your peers and colleagues will probably tell you of similar experiences.
- If it's your direct boss, you need to talk to him/her about it. Just don't say, "why are you ignoring my ideas?"
- Try something like, "what could I do to be more effective in selling my ideas" – you will get good feedback.

## 3. Is it my network?

- Network is key – both inside and out.
- You need to build a strong and broad network of contacts and mentors

**Bottom Line:** Having a great idea is just the start, then you need to sell it and execute it. All three are required for success.