

# 4 UGLY TRUTHS THAT GREAT LEADERS KNOW ABOUT GOOD IDEAS

## UGLY TRUTH #1

*There are more good ideas than you have the capacity to accomplish.*

You must learn to say 'no' to good ideas – even great ideas at times. This is a hard one. Honestly, who wants to say “no” to a good idea? Being able to do this allows you to accomplish with excellence whatever they chose to tackle.

## UGLY TRUTH #2

*Every good idea faces a natural enemy.*

Most of us operate in an extremely busy world. Phone calls, emails, meetings, client requests, and a myriad of other demands compete for our time, energy, and attention. When these demands meet a new initiative, the daily demands usually win.

## UGLY TRUTH #3

*Saying something is a good idea may accidentally get the ball rolling.*

Great leaders know that they have to be careful about how they react to an idea. If someone pitches an idea in a meeting and the leader says, “That’s a good idea,” it can be interpreted as a rousing endorsement. People will assume it’s approved and off they go.

## UGLY TRUTH #4

*Once you pick an idea, the real work starts. Engage your people in a disciplined process.*

No one knows more about a given task than the person who works closest to the work. Forget about involving people solely for buy-in – that’s only 1/3 of the equation. Engage them for buy-in, ownership, and a better solution.

Consider these questions to see what these ideas mean to you and your team:

- What goals, initiatives, and projects do you have underway that should never have taken off in the first place?
- What process do you use to evaluate and select ideas? Is the process serving you, your team, and your organization well?
- Which of the four ugly truths has tripped you up in the past?
- What should you do today to improve your idea selection process?

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