

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

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Charles T. Lee (2012). *Good Idea. Now What ? : How to Move Ideas to Execution*, Wiley India Pvt. Ltd., Price Rs. 595, Pages xviii+206, ISBN 9781118163993.

Great minds discuss ideas; average minds discuss events; small minds discuss people.

Eleanor Roosevelt

Ideas rule the world. Ideas move the world. Ideas can be life-changing. True, but, the three aforementioned sentences become facts only when ideas are implemented. Nonetheless, it is imperative to have the capability of constructive idea generation in the first place. The book under review is a majestic monograph on the genealogy of ideas from idea generation to idea implementation and has been effectively divided into eight sections or parts. The first and the second part containing five chapters each are devoted to the origin of ideas and life after being inspired with an idea or ideas. The third part of four chapters is devoted to overcoming resistance which can be internal as well as external. Through five exhilarating chapters the fourth part explores how to pave a creative pathway. Parts five and six contain five and six chapters respectively and dissect the elements of idea-making. Part seven contains six chapters and is devoted to collaboration. Part eight of the book has four crisp chapters which are devoted to personal branding, which is very important in this digital age of cut-throat competition, when it is necessary for a person to stand out from the crowd.

Are ideas related to strategy, serendipity, challenges, necessities, beliefs, attitudes or aptitude? Are ideas dependent on time? Is there any relationship between hard work, idea generation and idea implementation? Is the idea generation capability related to accessibility to information? Are there any guiding principles and/or processes for idea generation and implementation? Are ideas just clinical concepts which end up as products or services? Are ideas and inspiration related to each other? Can inspiration also cause harm or delusion? Can

inspiration lead us to a fool's paradise where we are packed with a false sense of accomplishment and productivity? The work under review can help the reader in answering the aforesaid questions. The first chapter dwells on the relation between strategy, chance and idea. The second chapter examines the role of physical environment and spatial distance on the idea-making process. The third chapter dwells on a few ideas which can help build a culture of need for innovation. The fourth chapter is a treatise on giving birth to creative ideas through the amalgamation of existing ideas. The fifth chapter deals with utilization of one's potential to the fullest. The sixth chapter attempts to protect the reader from inspiration overload. The seventh and the eighth chapters are devoted to the managerial function of planning. In the ninth and tenth chapters the author speaks of his relocation from Korea to New York, his attempts in setting up one of his companies, and the significance of family.

The eleventh and the twelfth chapters are devoted to overcoming resistance to change and the insecurity pertaining to planning. The thirteenth chapter is an examination of the forces that appear to act against the success of an individual's venture. The fourteenth chapter looks at the positive side of criticism of one's venture. Chapters fifteen to nineteen identify the forces which hold back a person from successfully implementing his/her ideas; aid in understanding the role of time and environment; discovering the power of focus, visuals; and the role of actions which might appear counterproductive. The twentieth chapter unravels a secret related to entrepreneurship. The twenty-first chapter attempts to answer a difficult question: "Idea generation capabilities are innate in some people or can they be nurtured?". The twenty-second chapter is a treatise on risk-mitigation strategies.

The twenty-third chapter dwells on the benefits of documenting ideas. The twenty-fourth chapter contains a splendid account of the groundbreaking work of a consultant by the name of Moskowitz. The twenty-fifth chapter explains the benefits and power of thinking to simplify life's issues. The twenty-sixth and the twenty-seventh chapters are devoted to quality and funding issues respectively. The twenty-eighth chapter explains how entrepreneurs can deal with enormous pressure that builds on them. The chapter however contains two elements of information which have been covered in great detail in the sixteenth and eighteenth chapters. The twenty-ninth chapter explores the role of setbacks. The thirtieth chapter dissects the power of tribes and their use in shaping personal preferences, cultural trends and even worldviews. An example drawn from Wikipedia forms the unique selling proposition of this chapter.

The thirty-first, thirty-second and the thirty-third chapters dissect the nitty-gritties of collaboration. The thirty-fourth chapter is devoted to one of the potential abilities, the lack of which can be the bane for a business endeavour. The thirty-fifth chapter explores the positive side of a healthy fight culture! The thirty-sixth chapter is especially beneficial to the champions of recruitment, selection and promotion. The thirty-seventh and the thirty-eighth chapters are a treatise on branding. The thirty-ninth chapter explains how the originator of an idea should pitch his/her idea and the fortieth chapter examines the role of social media in harnessing the power of ideas.

The book has examples from highly acclaimed enterprises/organizations such as Laundry Love, Coker

Group, TOMS (a company which has an interesting business model). It explains the reorientation that may be required if the researcher's data does not return a perfect bell curve.

The author has built on the works of Larry Bossidy and Ram Charan (Execution: The Discipline of Getting Things Done), Scott Branson (Making Ideas Happen), Seth Godin (Lizard Brain) and the Greek philosopher Aristotle.

The book has a consistent approach throughout and connects passion to action. Each chapter has a "Good Idea" section which consolidates the key points of the chapter and a "Now What?" section which provides a platform for the reader to work upon. The author has appended a "Taking It Further" section at the end of each major part which will help the reader in obtaining deeper insights into the new concepts discussed in the book. The book brings out clearly the important differences between idea lovers and idea makers, innovation as a need and static expertise. The beauty of the book is the fact that each chapter can be read as a stand alone chapter. The book will be of great help to the champions of planning, strategic management, creativity, innovation and entrepreneurship.

Wallace Jacob has done his M. Phil. in Management. He is presently working as a Senior Assistant Professor at Tolani Maritime Institute, Pune, where he teaches Principles of Management and Project Management. His book reviews have been published in journals of IIM Lucknow, IIM Indore, IMI New Delhi, Bharathidasan Institute of Management, Tiruchirappalli. He has also presented papers in various conferences.