

Postpone your judgement!

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Creative rules of the game

Open	Postpone your judgement
Passion	Surf along on ideas from the group
Real	You really want to change something
Together	Ideas belong to the group
Fun	Give naïve ideas extra attention
Care	Openness inwards, privacy outwards
Today	What can you do / change today?



Nearling

***“ something that you did with the right intentions,
which has not (yet) led to the right result “***

You can be proud of nearlings because:

1. You started an initiative
2. You may have moved others
3. Maybe it let you to something that was successful
4. You need many nearlings, for a few successes
5. You learned from it
6. ...

The nearling emphasizes that initiatives are almost ALWAYS valuable, even if they don't lead to the right result.



Look out for the idea killers

Slogans in which great innovators refused to believe

Yes, but *We don't have time for that* **It used to go well like this**
Too funny **Don't make mistakes** *No budget*
Already exists *That's in the plans for the future* **Keep in mind**
That's not suitable for our clients *The board won't like it*
We can do without *I am not creative* **Look at it realistically**
No **The old folks won't use it** *The market is not ready for it*
Can't be done *Not my responsibility* *Too difficult to control*
That's not logical **We need more research** *Since when did you become an expert?*
Has already been tried *No staff available*
We're too small for that