

# Business Ideas

## From imagination to reality

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So, you have a business idea that you've tentatively raised with family, friends or colleagues and encouragingly they think it's got potential; what next? Bringing ideas to life regardless of investment of time and money is never an easy task. In fact, it is extremely difficult. One thing is for sure, it will test you, mentally, physically and intellectually.

No one else will understand your idea or the subtleties associated with it like you do, so you may feel very much as if you're on your own. You will need to adopt an entrepreneurial attitude and spirit to carry you through. Be prepared for the process of taking your idea from imagination to reality becoming a way of life. To give yourself the best possible chance of success there are several things you should do.

### Be confident in yourself

You can't act until you have the confidence in yourself to deal with all the things that are going to come your way through the process. You will need to assume responsibility and be accountable if you are going to give something that didn't exist before the opportunity to become a reality. Be prepared for failure and have the confidence to embrace it. It is highly likely that you will not get it right first time so you will revisit, reevaluate, rework or build on your ideas.

When things don't go as planned along the way, stay focused on the task at hand and do not allow disruption to set you back. It's a risky business bringing an idea to life. A good idea is a bad idea until it works. It will take a huge amount of commitment and hard work but don't put too much pressure on yourself. Be patient and take time to appreciate the journey and understand how things work. Being too anxious to get the desired results could force you into making bad decisions. Don't let unexpected outcomes distract you, respect the process and where it takes you.

### Take Advice

Remember you are not always the smartest in the room. Learn from those who have done it before. Because it's your idea, don't fall into the trap of thinking you have all the answers. There is a distinction between having

an idea and executing it. Seek out people who have been through the process themselves; they will have experienced the failures and the successes. Listen to everyone because you never know when you will hear a good idea, but make sure you take the time to process their comments so you can make an informed decision before you act. Don't be deterred from your vision and don't ignore your gut instinct.

## Sell Your Vision

You will need to get others to understand your vision if you are going to make your idea a reality. You need to grab everyone's attention by clearly defining the value of your idea and how it can be monetarised. Lofty ideas without financial results will never get you the right audience. Keep it simple so it's easy for others to understand what you are trying to achieve. Demonstrate your passion for your idea; it's a sure way of securing engagement and will help to get buy in to your idea.

## Remain Focused

An idea must have purpose and meaning. Make a commitment to yourself that you will do what it takes to make it happen. You have a responsibility to those who are supporting you to stay on track and see things through. If you don't it will increase the likelihood you will eventually quit. Don't forget that your purpose is to execute the idea. Keep the passion and stick to your plan. Eliminate distractions and manage your time wisely. Never get overly excited about new opportunities that arise; take a step-back and don't commit too quickly.

Never grow complacent. Challenge yourself and your advisors to make your ideas better. The process of developing an idea into a reality will be a never-ending cycle if you want to keep the idea alive beyond execution. It's a process of continuous improvement.

No matter how smart, passionate, or focused you are, without balance in your life you will be susceptible to burnout. Take time out. It may seem counterproductive at first, but from time to time you need to walk away from all the work you have done. By taking a break from your ideas to do something else, it will give you greater clarity of thought and help you keep things in perspective. Don't be pressured by time, give yourself enough time for the next step to occur. Successfully transforming an idea into a reality is a marathon, not a sprint. Pace yourself, don't overwhelm yourself; give yourself some breathing room.

Once you give your idea its life, it is your responsibility to ensure that its impact stays alive forever. Businesses built on great ideas that do not remain innovative and/or competitive enough to sustain their market leadership positions encourage others to enter their market space, which can have fatal consequences.

Don't underestimate your achievements. By bringing your idea to life, you have created a bit of magic, so do all you can to make sure its legacy lives on.

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*Dave has over 20 years of experience managing and running businesses at a senior level, including taking his own ideas to reality and building a successful business from start up to sale. His aim is to inspire business owners and leadership teams to create their own bit of business magic.*

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