How to 'Murder' an Idea

"Every idea is born drowning; a new idea is at its most vulnerable during the first few moments of life."

This list of what <u>not</u> to do will, paradoxically, show you how to encourage ideas:

❌ Ignore it; dead silence intimidates all but the wildly enthusiastic and insane

❌ Feign interest, but then do absolutely nothing about it, which at least prevents the originator from taking their idea elsewhere… for now

❌ Scorn it, as in:
- *"You're joking, of course"*, or
- *"Hah, that's a good one Joe, you must've been up all night thinking that up"*

❌ Say*, "We've tried that before"*, even if you haven't; this is particularly effective with newcomers, making them realise they're complete outsiders and rookies

❌ Come up with a competing idea; however, this can be a dangerous tactic if your idea's not so good, but because it's *your* idea you have to follow it through

❌ Stall it with one of these all-time favourites:
- *"This organisation's not ready for it yet."*
- *"I've wanted to do that for a long time, but right now…"*
- *"Let's wait until the new [insert appropriate word] has bedded in."*

❌ Modify it out of existence; an elegant ploy in which you appear to be helping the idea along by changing it a bit here, a bit there… until it becomes *your idea!*

❌ Chip bits off it; if you fiddle with something long enough it tends to fall to pieces

❌ Make a strong personal attack on the originator; by the time they've recovered their idea won't seem so important!

❌ Appoint a committee to sit on the idea; a committee being a 'cul-de-sac down which ideas are lured, and then quietly strangled'

❌ Drown it in cold water as in:
- *"We haven't got the staff."*
- *"The intangible risks would be too great."*
- *"That's all very well in theory, but in real life…"*

❌ Return written ideas to sender with… *"You need to be much more specific"*, or *"I'm sorry, you'll have to do better than this"*, scrawled across the top in red ink

❌ Encourage the person to look for a 'better idea', usually a discouraging quest, and if they actually return with one, use any of the techniques above!