

the BETTER IDEAS . FASTER. ✿ MANIFESTO ✿

By MATT HART

ATTRACTION VS PROMOTION.

Many need innovation. 'Better Ideas, Faster' is for those who want it. Those who are attracted to rediscovering their creative powers and applying them innovatively. In general, this happens when things get really difficult and thus really wanted. I'm cool with that. 'Better Ideas, Faster' was developed because of difficult!

DATA INFORMS INTUITION.

The still small voice inside is your creativity. The bandwidth it runs on is data. So your job is to feed this bandwidth by absorbing the world around you, constantly. Find interest in the mundane and the profound. Then tune into your intuition. The 'making sense' of all the data happens via your intuition - in the form of creative thoughts and Ideas.

EVERYONE PROFITS.

Solving problems that matter - ideas with purpose - takes investment. Cash. So profit isn't a dirty word. Profit powers innovating Ideas that the world needs. But let us redefine 'profit' from just business to include 'people and planet' so that we all benefit in all kinds of ways. Be for innovating Ideas that include 'us' so that everyone profits.

ALWAYS BE LEARNING.

I've been in applied creativity for 15+ years and I'm still learning. I'm still finding new ways to think new things and better ways to do new things. The only constant has been curiosity. Being constantly curious is the sole requirement to keep getting 'Better Ideas, Faster'.

IDEAS + IDEAS + IDEAS.

It's never the first Idea. Never. Even though the Beta brain wants to believe it is. 'Better Ideas' come from collisions and connections between lots of Ideas. And then Ideas upon Ideas. You'll know when the Idea is Best - because it won't need any more Ideas.

YOUR STORY ON PURPOSE.

The world is moving beyond what you do and how you do it to why you do it. It's called 'purpose'. Purpose matters. It's the deeper reason why you're doing what you're doing. It's your truth in business. And your fans will engage with you - and support you - because your truth also matters deeply to them. So, know your story. And share it on purpose.

FOLLOW SOFT THINKING.

There's hard and soft thinking. Hard thinking is finite: yes or no, like it or don't, stop or go. Soft thinking lives in the world of 'don't know': maybe, could be, if only. It's in the soft thinking that the gold of fresh thoughts and Ideas are to be found. When you find them, follow them. Time will come later for thinking hard about them.

SOLVE PROBLEMS FOR WRONG REASONS.

Go at problems indirectly. I call it Accelerated Innovation and it works by letting the thoughts and Ideas lead the way. Otherwise, you end up going directly at problems in a linear fashion. Which usually ends up exactly where you assumed. Which isn't innovation.

LIVE AND LET LIVE.

Failure and success will be the innovators' lot. Get ok with it as there will always be unintended consequences you can't innovate for. If the Idea is Best for you, do it. It will probably be Best for others. And if not, fail as fast as you can. Because in the secrets of failure are your Ideas - eventual - success.