

Lift Me[®]

From the author of
'UP! Your Service'



What a
Great Idea!



RON KAUFMAN



**What a
Great Idea!**

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Great ideas



1

Getting an idea should be like sitting down on a pin. It should make you jump up and do something.

E.L. Simpson

You look at any giant corporation, and I mean the biggies, and they all started with a guy with an idea, doing it well.

Irvine Robbins

And when you do, the world will be inspired.

Everything you've hoped for is just one idea (and commitment) away.

What would you attempt to do if you knew you would not fail?

Robert Schuller

A mediocre idea that generates enthusiasm will go further than a great idea that inspires no one.

Mary Kay Ash

**Who would you talk to?
What would you try?
How would you reach out and help others?**

An idea that excites, ignites.

If I have a thousand ideas and only one turns out to be good, I am satisfied.

Alfred Nobel

Nobel invented dynamite *and* created the Nobel Prize. Two very different, outstanding ideas.

An idea that is developed and put into action is more important than an idea that exists only as an idea.

Edward de Bono

An idea without action is a notion with no motion.

It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.

Having no ideas is not right.

To invent, you need a good imagination and a pile of junk.

Thomas Edison

Imagination can turn nothing much into something special.

8

It takes about 500 ideas to be generated for even one innovation to come to fruition.

Kenichi Ohmae

Seek one terrific idea, and you'll be looking forever. Seek many good ideas, and a great one will reveal itself to you.

Don't worry about people stealing your ideas. If your ideas are any good you'll have to ram them down people's throats.

Howard Aiken

Thinking 'outside the box' will disturb those who live comfortably 'inside the box'.

9

Not to engage in the pursuit of ideas is to live like ants instead of like men.

Mortimer Adler

An idea is salvation by imagination.

Frank Lloyd Wright

Imagination and fiction make up more than three quarters of our real life.

Simone Weil

Imagination rules the world.

Napoleon Bonaparte

Seek new ideas, pursue promising ideas, engage good ideas.

When reality is overbearing, imagination sets you free.

And the other quarter only *appears* to be real.

Imagination precedes greatness.

Some people see things as they are and ask why. Others dream things that never were and ask why not.

George Bernard Shaw

The greatest masterpieces were once only pigments on a palette.

Henry Hoskins

Are you more interested in what is or what could be?

Combine the ordinary with your own talent to create something extraordinary.

Every really new idea looks crazy at first.

Alfred Whitehead

The crazier it is, the more it's worth considering. Imagine how crazy it must have sounded the first time someone said, 'A man can walk on the moon.'

There is nothing in a caterpillar that tells you it's going to be a butterfly.

R. Buckminster Fuller

Dream beautiful dreams. What you see may give no hint of what can be.

The world is but
a canvas to the
imagination.

Henry David Thoreau

A man's dreams are an
index to his greatness.

Zadok Rabinowitz

There is nothing like
a dream to create the
future.

Victor Hugo

The most powerful
factors in the world are
clear ideas in the minds
of energetic men of
good will.

Arthur Thomson

**Pick up your brushes
and paint!**

**The first step for a
fabulous life is dreaming
fabulous dreams. Enjoy!**

**Build a future that lives
up to your dreams.**

**Think clearly, create
energetically, live kindly.**

Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen.

John Steinbeck

One good idea breeds another. Keep thinking.

The best way to have a good idea is to have lots of ideas.

Linus Pauling

The person who has a good idea usually has a lot of ideas.

The man with a new idea is a crank – until the idea succeeds.

Mark Twain

Be a cranky genius.

The mind seeks continuous improvement to the quality of life through imagination and creativity. When innovation stops, so does growth.

Amirsham Aziz

Innovate or die.

To swear off making mistakes is very easy. All you have to do is swear off having ideas.

Leo Burnett

If you aren't willing to make a mistake from time to time, you'll be boring all the time.

Do not go where the path may lead, go instead where there is no path and leave a trail.

Ralph Waldo Emerson

If someone has been there before you, there may be nothing left to discover.

In creative thought, common sense is a bad master. Its sole criterion for judgment is that new ideas should look like the old ones. In other words it can only work by suppressing originality.

Alfred North Whitehead

To be common, use your common sense. To be uncommon, avoid it.

A good idea will keep you awake during the morning, but a great idea will keep you awake during the night.

Marilyn vos Savant

Good ideas make an impression. Great ideas make an impact.

Logic and over-analysis can immobilize and sterilize an idea. It's like love – the more you analyze it, the faster it disappears.

William Bernbach

Ideas – and love – need open spaces to grow.

An idea can turn to dust or magic, depending on the talent that rubs against it.

William Bernbach

Rub new ideas carefully to make them shine.

Great ideas need landing gear as well as wings.

Adolph Berle

A great idea is born in the air, but must survive and thrive on the ground.

What the mind of man can conceive and believe, it can achieve.

Napoleon Hill

**Think it.
Believe it.
Achieve it.**

The problem is never how to get new, innovative thoughts into your mind, but how to get old ones out.

Dee Hock

To find a new way, first get rid of the old way.

When the world seems large and complex, we need to remember that all great world ideas began in some home neighborhood.

Konrad Adenauer

No matter how grand something becomes, it starts with a small beginning. You can start something grand, too.

A new idea is like a baby. It's easier to conceive than to deliver.

Ted Koysis

It feels great to create, even better to see your creation get up and grow.

The beginnings of things cannot be distinguished by the eye.

Lucretius

Before manifestation comes imagination.

I can't understand why people are frightened of new ideas. I'm frightened of the old ones.

John Cage

Don't be afraid of the unknown – that's where the possibilities are.

24

A man may die, nations may rise and fall, but an idea lives on.

John F. Kennedy

Your best ideas will be your lasting legacy.

Imagination will often carry us to worlds that never were, and may never be. But without imagination, we go nowhere.

Carl Sagan

Civilizations that imagine well, can live well.

Every great advance in science has issued from a new audacity of the imagination.

John Dewey

What's audacious can be efficacious. Try it.

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The reverse side also
has a reverse side.

Japanese proverb

If a little dreaming is
dangerous, the cure for
it is not to dream less
but to dream more, to
dream all the time.

Marcel Proust

**There is always more to
be seen. Look around.**

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**Dream not to escape
reality, but to create it.**

Without leaps of
imagination or
dreaming, we lose
the excitement of
possibilities. Dreaming
is a form of planning.

Gloria Steinem

**A tired body does not
sleep enough. A tired
mind does not dream
enough.**

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640K ought to be
enough for anybody.

Bill Gates (1981)

**Even great minds can't
always see what lies
ahead.**

It is the lone worker who makes the first advance in a subject. The details may be worked out by a team, but the prime idea is due to the enterprise, thought and perception of an individual.

Alexander Fleming

You have the potential, all by yourself. Use it.

Everything is theoretically impossible, until it is done. One could write a history of science in reverse by assembling solemn pronouncements of highest authorities about what could not be done and could never happen.

Robert Heinlein

What's impossible today is progress tomorrow.

If you do not express your own ideas, if you do not listen to your own being, you will have betrayed yourself.

Rollo May

Love yourself. Love your ideas. Adore your own imagination.

Discovery is seeing what everybody else has seen, and thinking what nobody else has thought.

Albert Szent-Gyorgi

The one person who sees things differently is the one person who changes everything.

Ideas are the beginning points of all fortunes.

Napoleon Hill

Innovation is the process of turning ideas into manufacturable and marketable form.

Watts Humphrey

The most beautiful thing we can experience is the mysterious. It is the source of all true art and science.

Albert Einstein

It is through science that we prove, but through intuition that we discover.

Henri Poincaré

Everything great starts with just a thought.

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An idea is an idea. Innovation gives it shape, form and value.

An unsolved mystery is a rich source for new discovery.

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We have five senses to see, hear, touch, smell and taste. And a sixth sense to discover.

One way to grow is to believe in what you know – but can't yet show.

Ram Dass

A sure thing rarely becomes a great thing.

Go out and buy yourself a five-cent pencil and a ten-cent notebook and begin to write down some million-dollar ideas.

Bob Grinde

It doesn't take money to create rich ideas.

Lots of people know a good thing the minute the other fellow sees it first.

Job Hodges

A new idea is discovered once. Be the first to find it.

No matter how good you get, there's always something further out there.

Bill Walton

Beyond good is great. Beyond your best is even better. You can reach it.

Everything that can be invented has been invented.

Charles Duell
(U.S. Commissioner of Patents, 1899)

The future is often underestimated. Don't underestimate yours.

There is no reason for any individual to have a computer in their home.

Ken Olson (1977)

Contribute a great idea. Progress will take care of itself.

Flight by machines heavier than air is unpractical and insignificant, if not utterly impossible.

Simon Newcomb (1902)

Show the world the impossible *is* possible.

Any general system of conveying passengers at a velocity exceeding 10 miles an hour or thereabouts is extremely improbable.

Thomas Tredgold (1835)

What seems improbable may be worth a try – just in case it can be done.

Try out your ideas by visualizing them in action.

David Seabury

Can you see your idea working? When you can, it can.

Thought is the fore-runner and the mother of ideas, and ideas are the most powerful and the most useful things in the world.

George Gardner

A thinking person is a useful person.

Take the obvious, add a cupful of brains, a generous pinch of imagination, a bucketful of courage and daring, stir well and bring to a boil.

Bernard Baruch

That's a recipe for powerful innovation: Get cooking!

The soul without imagination is what an observatory would be without a telescope.

Henry Beecher

For unlimited vision, look with your mind, not just with your eyes.

Limitations live in our minds. But when we use our imaginations, our possibilities become limitless.

Jamie Paolinetti

Use your imagination to dissolve your limitations.

Reality leaves a lot to the imagination.

John Lennon

Reality can be molded. You can shape it, change it and rearrange it.

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Nothing happens unless first a dream.

Carl Sandburg

Dreams are not distractions, but the beginning of new actions.

The new way is always the latest. The new way isn't always the greatest.

Jane Jacobs

Old is gold for antiques and artwork, and sometimes other things, too.

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Great innovations



2

Our company has, indeed, stumbled onto some of its new products. But never forget that you can only stumble if you are moving.

Richard Carlton

Are you waiting for discovery or are you out discovering?

Removing the faults in a stagecoach may produce a perfect stagecoach, but it is unlikely to produce the first motor car.

Edward de Bono

Moving step by step is an improvement. Moving leap by leap is a transformation.

When I'm working on a problem, I never think about beauty. I think only how to solve the problem. But when I have finished, if the solution is not beautiful, I know it is wrong.

R. Buckminster Fuller

A beautiful solution solves both problems.

Old ideas can sometimes use new buildings, new ideas must use old buildings.

Jane Jacobs

You can make a new beginning from where you are right now.

Creativity is the seed – innovation the plant and fruit. Creativity is the wheel – innovation is the buggy, bike, car and rocket.

Bernie Slepko

It's not what you invent but what it *does* that matters.

Anything that won't sell, I don't want to invent.

Thomas Edison

If nobody wants it, it's just not worth it.

I love fools' experiments. I am always making them.

Charles Darwin

Everything should be made as simple as possible, but not simpler.

Albert Einstein

The world leaders in innovation and creativity will be world leaders in everything else.

Harold McAlindon

Accident is the name of the greatest of all inventors.

Mark Twain

If logic isn't working, try something else.

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There is great beauty in simplicity.

Creativity sets you apart. Innovation keeps you out in front.

45

Accidents will happen. Thank goodness!

Sometimes when you innovate, you make mistakes. It is best to admit them quickly and get on with improving your other innovations.

Steve Jobs

Mistakes are stepping stones. Use them to reach your success.

Change starts when someone sees the next step.

William Drayton

One step forward equals one step better.

What you see, but can't see over, is as good as infinite.

Thomas Carlyle

When you cannot see beyond, dig a tunnel, climb a ladder, open a new window.

The greatest discoveries have come from people who have looked at a standard situation and seen it differently.

Ira Erwin

Explorers search for new things to see. Innovators look for new ways to see things.

The things we fear most in organizations – fluctuations, disturbances, imbalances – are the primary sources of creativity.

Margaret Wheatley

**Stability prolongs.
Instability inspires.**

There will come a time when you believe everything is finished. That will be the beginning.

Louis L'Amour

In every ending, a new beginning.

Do not wait; the time will never be just right. Start where you stand, and work with whatever tools you may have at your command. Better tools will be found as you go along.

Napoleon Hill

**The most important step is the next step.
Take it now.**

Creativity is thinking up new things. Innovation is doing new things.

Theodore Levitt

Think it up. Make it up.

Get your ideas on paper and study them. Do not let them go to waste!

Les Brown

Ideas are born in the mind, but they mature on paper.

Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off and does something about it who makes a difference.

Nolan Bushnell

Doing something with an idea is in itself a great idea!

If you don't implement your ideas, they die.

Roger von Oech

An idea is worth nothing if you do nothing with it.

A new idea is delicate. It can be killed by a sneer or a yawn; it can be stabbed to death by a joke or worried to death by a frown on the right person's brow.

Charles Brower

A new idea is like an infant: precious and with infinite potential.

Nothing would be done at all if one waited until one could do it so well that no one could find fault with it.

Cardinal Newman

Aim for perfection and you will do your best. Wait for perfection and you will do nothing.

The pursuit of perfection often impedes improvement.

George Will

Don't let the pursuit of perfection prevent you from improving.

We can't solve problems by using the same kind of thinking we used when we created them. We must learn to see the world anew.

Albert Einstein

Raise the level of your thinking.

Don't find fault, find a remedy.

Henry Ford

Don't stop when you find what's wrong. Find a way to make it right.

Analysis kills spontaneity. The grain once ground into flour germinates no more.

Henri-Frederic Amiel

There is a time to sprout and a time to work it out. They are not the same.

Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

Mark Twain

Live life with full sails. Today is not the day to drop an anchor.

The country needs and, unless I mistake its temper, the country demands bold, persistent, experimentation. It is common sense to take a method and try it. If it fails, admit it frankly and try another. But above all, try something.

Theodore Roosevelt

To discover more, try more.

Innovation is the creation of the new or the re-arranging of the old in a new way.

Michael Vance

Everything can be done in a different way. And sometimes, different turns out better.

If everyone is thinking alike, then no one is thinking.

Benjamin Franklin

Original thought is powerful thought.

Change is the process by which the future invades our lives.

Alvin Toffler

You might as well embrace change. It's coming whether you welcome it or not.

When in doubt, make a fool of yourself. There is a microscopically thin line between being brilliantly creative and acting like the most gigantic idiot on earth. So what the heck.

Cynthia Heimel

Risking foolishness is also risking brilliance.

Will you be a creature of your circumstances, or a creator of your circumstances?

Cavett Robert

A creature is part of the world. A creator makes the world.

In the new era, wealth flows from innovation, not optimization; that is, wealth is not gained by perfecting the known, but by imperfectly seizing the unknown.

Create something new today. You will have time to improve it tomorrow.

Cannibalizing existing products is the way to remain the leader.

Lew Platt

A bold step forward makes the old path obsolete.

58

I'd rather have the customer come in and say, 'Wow, I've never seen that before,' rather than, 'Wow, look how they've changed that.'

Barry Gilbert

If you've only changed it, they won't say 'Wow'.

We should do something when people say it is crazy. If people say something is good, it means someone else is already doing it.

Hajime Mitarai

The idea immediately accepted is usually an old one.

59

Don't fear change
– embrace it.

Anthony D'Angelo

It is better to ask some
of the questions than to
know all the answers.

James Thurber

If you don't ask 'why
this?' often enough,
somebody will ask
'why you?'

Tom Hirshfield

If you want to make an
apple pie from scratch,
you must first create the
universe.

Carl Sagan

**Change is opportunity in
action.**

60

**People who know all the
answers stop looking.
People who know the
questions keep learning.**

**If you're not asking,
you're not learning.**

61

**What a wonderful world
we've created. Enjoy it!**

Ideas won't keep:
something must be
done about them.

Alfred Whitehead

An idea is worth
nothing if it has no
champion.

Lance Armstrong

If you have an apple
and I have an apple
and we exchange these
apples then you and I
will still each have one
apple. But if you have
an idea and I have an
idea and we exchange
these ideas, then each
of us will have two
ideas.

George Bernard Shaw

There is one thing
stronger than all the
armies in the world, and
that is an idea whose
time has come.

Victor Hugo

Step 1: Think it.
Step 2: Act on it.

**Great ideas need a
driver. Where are yours
taking you?**

**Plus a third good idea
– to share ideas!**

**When the idea is right,
the time is right.**

How do you treat new ideas? *Tenderly* – they can be killed. *Gently* – they can be bruised. *Respectfully* – they can be the most valuable thing in your life. *Nutritionally* – feed them and they will feed you. *Responsibly* – Respond! Act! Do something with them!

Jane Moreover

Give your ideas all they need to grow, and they will grow with you.

A hunch is creativity trying to tell you something.

Eileen Cady

A hunch is a good sign. Grab it.

The more original a discovery, the more obvious it seems afterwards.

Arthur Koestler

What's obvious was once overlooked.

When someone tells me there is only one way to do things, it always lights a fire under my butt. My reaction is, 'I'm going to prove you wrong!'

Picabo Street

Challenge the accepted to find the unexpected.

A problem clearly stated is a problem half solved.

Dorothea Brande

There are no road signs to help navigate. And in fact, no one has yet determined which side of the road we're supposed to be on.

Steve Case

Defining the problem often reveals the answer.

Go your own way in your own way.

What is central to business is the joy of creating.

Peter Robinson

The opposite of a correct statement is a false statement. But the opposite of a profound truth may well be another profound truth.

Niels Bohr

Let there be joy in your daily commerce.

Don't let what is known be a barrier to what can be known. Keep looking.

The biggest problem in the world could have been solved when it was small.

Witter Bynner

When a problem seems too large to fix, you must. When a problem seems too small to bother, you'd better!

The secret to creativity is knowing how to hide your sources.

Albert Einstein

Where an idea comes from is less important than where an idea can take you.

68

Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement and progress.

Theodore Levitt

Play with the sparks. Keep innovation alive in your life.

The best way to predict the future is to invent it.

Alan Kay

You will never discover anything new by doing what's already there.

69

You have every reason in the world to achieve your grandest dreams. Imagination plus innovation equals realization.

Denis Waitley

Are you achieving your grandest potential? If not now, when?

70

Change is the law of life. And those who look only to the past or present are certain to miss the future.

John F. Kennedy

To create the future, look to the future.

You may be disappointed if you fail, but you are doomed if you don't try.

Beverly Sills

Better to be disappointed in the results than disappointed in yourself.

71

When you innovate, you've got to be prepared for everyone telling you you're nuts.

Larry Ellison

Great innovators are steps ahead of normal.

When you're trying to create new things, you have to be on the edge of risk.

Michael Eisner

Experience is that marvelous thing that enables you to recognize a mistake when you make it again.

Franklin Jones

Risk is another name for possibility.

**Experience is a teacher.
Are you a grateful student?**

72

We can believe that we know where the world should go. But unless we're in touch with our customers, our model of the world can diverge from reality. There's no substitute for innovation, but innovation is no substitute for being in touch, either.

Steve Ballmer

Who are you creating for?

We know where most of the creativity, the innovation, the stuff that drives productivity lies – in the minds of those closest to the work. It's been there in front of our noses all along.

Jack Welch

The best resource is at the source.

73

Technological change is like an axe in the hands of a pathological criminal.

Albert Einstein

Creativity is not a substitute for sensitivity.

It is the tension between creativity and skepticism that has produced the stunning and unexpected findings of science.

Carl Sagan

The greatest innovators question what they already know.

74

Creativity is the sudden cessation of stupidity.

Edwin Land

Are you crazy enough to be creative?

Conditions for creativity are to be puzzled; to concentrate; to accept conflict and tension; to be born every day; to feel a sense of self.

Erich Fromm

A creative mind is a mind working freely.

75

Happiness is not in the mere possession of money; it lies in the joy of achievement, in the thrill of creative effort.

Franklin Roosevelt

Search for happiness inside your ideas, not inside your income.

76

Your theory is crazy, but it's not crazy enough to be true.

Niels Bohr

New truths lie far beyond the current shore.

Life is all about 'trying things to see if they work'.

Ray Bradbury

Reality is a test of ideas. Keep your laboratory open – and busy.

77

The greatest inspiration is often born of desperation.

Comer Cotrell

What needs to be done, gets done.

It seems to me that those songs that have been any good, I have nothing much to do with the writing of them. The words have just crawled down my sleeve and come out on the page.

Joan Baez

When there is an original sound in the world, it makes a hundred echoes.

John Shedd

You can't force a great idea. But you can let it flow.

When you do something original, your effort inspires others.

Avoiding a problem doesn't solve it.

Bonnie Thornley

**Solve what can be solved.
Fix what can be fixed.
Admire all the rest.**

The best way to escape from a problem is to solve it.

Brendan Francis

Avoid a problem and it's gone for now. Solve a problem and it's gone for good.

Every problem has in it the seeds of its own solution. If you don't have any problems, you don't get any seeds.

Norman Vincent Peale

Problems are possibilities in disguise.

80

Whenever man comes up with a better mousetrap, nature immediately comes up with a better mouse.

James Carswell

You've got to be smarter than yesterday.

Educated risks are the key to success.

William Osteen

Take a risk, turn the key. Apply your education.

81

We like to test things. No matter how good an idea sounds, test it first.

Henry Block

Potential is possibility. Practical is reality.

Your most unhappy customers are your greatest source of learning.

Bill Gates

Good ideas are not adopted automatically. They must be driven into practice with courageous patience.

Admiral Rickover

Innovation begins when a customer complains.

You can't make other people see. But eventually they may open their eyes.

82

You can't dig a new well by digging the same hole deeper.

Edward de Bono

Step to the side and start again.

We cannot innovate without opening the door to havoc.

Tom Peters

Chaos is a clue you are on to something new.

83

People cannot be motivated to creativity simply with the instruction: 'be creative'.

Richard Wurman

To turn on creativity, give it your full support.

84

There's a way to do it better. Find it.

Thomas Edison

There is always a way to improve. You can be the one to find it.

I get the facts, I study them patiently, I apply imagination.

Bernard Baruch

Know what can be known. Understand what can be understood. Imagine all the rest.

Creativity is a type of learning process where the teacher and pupil are located in the same individual.

Arthur Koestler

Test yourself. Tease yourself. Teach yourself.

85

Look with favor upon a bold beginning.

Virgil

Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for creating a different business or offering a different service.

Peter Drucker

The bravest act is in the beginning.

86

The world is changing fast. Opportunities are born every moment.

Creativity arises out of the tension between spontaneity and limitations, the latter (like riverbanks) forcing spontaneity into various forms essential to a work of art or poem.

Rollo May

Limits are merely the design parameters of new ideas.

Creative ability and personal responsibility are strongest when the mind operates in an atmosphere of freedom.

Ayn Rand

Grant yourself the freedom to create.

87

Great perseverance



We conquer by
continuing.

George Matheson

Great spirits have
always encountered
violent opposition from
mediocre minds.

Albert Einstein

Don't stop. Keep going.

Are your ideas great
enough to create an
opposition?

Let me tell you the secret that has led me to my goal: my strength lies solely in my tenacity.

Louis Pasteur

**Be strong in your action.
Be strong in your mind.**

90

Great works are performed not by strength, but by perseverance.

Samuel Johnson

Greatness is measured not only by what you've done, but also by how far you've come.

When I have fully decided that a result is worth getting, I go ahead with it and make trial after trial until it comes.

Thomas Edison

Once you commit fully, the rest is trial and error.

91

When you walk to the edge of the light and take a step into the darkness of the unknown, you must believe that one of two things will happen: There will be something solid for you to stand upon, or you will be taught to fly.

Patrick Overton

**Stand tall. Fly high.
Trust the unknown to support you.**

Creativity requires the courage to let go of certainties.

Eric Fromm

I don't think anything is unrealistic if you believe you can do it.

Mike Ditka

By believing passionately in something that still does not exist, we create it. The non-existent is whatever we have not sufficiently desired.

Nikos Kazantzakis

One does not discover new continents without consenting to lose sight of the shore for a very long time.

André Gide

**What is certain can hold you back.
What is uncertain can push you forward.**

If you believe it is possible, it *is* possible.

If you want it enough, it's already on the way to being yours.

To discover new ideas, you must first let go of the old ones.

Acquire the courage to believe in yourself. Many things you have been taught were at one time radical ideas of individuals who had the courage to believe what their own hearts and minds told them was true, rather than accept the common beliefs of their day.

Ching Ning Chu

Trust in yourself and you won't be disappointed.

Often the difference between a successful person and a failure is not one's better abilities or ideas, but the courage one has to bet on one's own ideas, to take a calculated risk and to act.

Maxwell Maltz

When you bet on your own success the odds are in your favor.

Keep on going, and the chances are you will stumble on something, perhaps when you are least expecting it. I never heard of anyone stumbling on something while sitting down.

Charles Kettering

You can only find when you choose to seek.

With ordinary talent and extraordinary perseverance, all things are attainable.

Thomas Buxton

Talent is what you've got. Perseverance is what you do with it.

Nothing is less important than the score at halftime.

Vince Lombardi

Don't be discouraged.
It's often the last key that opens the lock.

Daniel Buckley

I am always doing things I can't do, that's how I get to do them.

Pablo Picasso

Today's accomplishments were yesterday's impossibilities.

Robert Schuller

The middle of the story does not predict the end.

96

If at first you don't succeed, try again.

When you try something you think you cannot do – you are doing it!

97

'Impossible' is an invitation to accomplish.

It's kind of fun to do
the impossible.

Walt Disney

To show your true
ability is always, in a
sense, to surpass the
limits of your ability,
to go a little beyond
them: to dare, to seek,
to invent; it is at such
a moment that new
talents are revealed,
discovered and realized.

Simone de Beauvoir

**The bigger the challenge,
the greater the thrill.**

**You can always become
more than you already
are.**

The chief danger in life
is that you may take too
many precautions.

Alfred Adler

**You must take a risk.
How else will you know
how far you can go?**

Courage is not the
absence of fear, but
rather the judgment that
something else is more
important than fear.

Ambrose Redmoon

**Fear cannot always be
eliminated, but it can
always be overcome.**

Be like a postage stamp
– stick to one thing
until you get there.

Joshua Billings

**Moving in a consistent
direction will take you
farthest fastest.**

100

In the realm of ideas,
everything depends
on enthusiasm; in the
real world, all rests on
perseverance.

Johann Wolfgang von
Goethe

**To make things happen,
put your spirit into action.**

Daring ideas are like
chessmen moved
forward. They may be
beaten, but they may
start a winning game.

Johann Wolfgang von
Goethe

**Let the death of each
idea give birth to yet
another.**

101

‘There is no use trying,’
said Alice. ‘One can’t
believe impossible
things.’

‘I dare say you haven’t
had much practice,’
said the Queen. ‘When
I was your age, I always
did it for half an hour
a day. Why, sometimes
I’ve believed as many
as six impossible things
before breakfast.’

Lewis Carroll

**To achieve what’s
impossible, begin by
believing it’s possible.**

A man may fulfill the object of his existence by asking a question he cannot answer, and attempting a task he cannot achieve.

Oliver Wendell Holmes

A question without an answer inspires a search. A person with a question inspires a life.

102

I can remember walking as a child. It was not customary to say you were fatigued. It was customary to complete the goal of expedition.

Katharine Hepburn

Stopping is not an option. Your only choice is to arrive.

I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen.

Frank Lloyd Wright

When you are ready to pay the price, life is ready to deliver.

103

I have learned to use the word 'impossible' with the greatest caution.

Wernher von Braun

The big difference between 'difficult' and 'impossible' is a thought.

If you don't believe in yourself, then who will believe in you? The next person's way of getting there might not necessarily work for me, so I have to create my own ways of getting there.

Martin Lawrence

Your way is the best way for you to travel.

If you're not living on the edge, you're taking up too much space.

Timothy Leary

Living close to the edge means you are always near expansion.

Effort only fully releases its reward after a person refuses to quit.

Napoleon Hill

Real rewards come when you prove that you deserve them.

The trouble is, if you don't risk anything, you risk even more.

Erica Jong

Risk nothing and you have nothing to lose, or gain.

Security is mostly superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure or nothing. To keep our faces toward change and behave like free spirits in the presence of fate is strength undefeatable.

Helen Keller

When you seek only security you are seeking less than you are worth.

Who dares nothing,
need hope for nothing.

Johann Friedrich
von Schiller

To live more fully, dare more freely.

If no one ever took risks, Michelangelo would have painted the Sistine floor.

Neil Simon

In the measure of the risk is the measure of the reward.

Yes, risk taking is inherently failure-prone. Otherwise, it would be called sure-thing-taking.

Tim McMahon

Taking only sure things guarantees one thing: not much.

Leap and the net will appear.

Julia Cameron

I would define courage to be a sensibility of the measure of danger, and a mental willingness to incur it.

William Sherman

Look forward and see the future. Leap forward and be the future.

108

There is no courage without some danger.

If you're trying, you're succeeding.

Floyd Maxwell

Obstacles cannot crush me, every obstacle yields to stern resolve.

Leonardo da Vinci

Reward yourself for making the effort, as well as for the results.

109

An obstacle overcome is another battle won.

Emotional maturity is the ability to stick to a job and struggle through until it is finished, to endure unpleasantness, discomfort and frustration.

Edward Strecker

Let your emotions rise and fall. Keep your actions consistent.

Because courage consists in transcending normal fears, the highest kind of courage is cold courage; that is to say, courage in which the danger has been fully realized and there is no emotional excitement to conceal the danger.

Walter Lippmann

Excitement won't keep you going. Courage will.

Don't bother about genius. Don't worry about being clever. Trust hard work, perseverance and determination. The best motto for a long march is, 'Don't grumble. Plug on!'

Frederick Treves

What you've got is what you've got. What you do is who you choose to be.

Never let the fear of striking out get in your way.

George (Babe) Ruth

If you don't take a swing, you can never make a hit.

The creative power which bubbles so pleasantly in the beginning quiets down after a time, and one goes on more steadily. Doubts creep in. Then one becomes resigned. Determination not to give in keeps one at it more than anything.

Virginia Woolf

Let each project drive you to its conclusion.

There is nothing more difficult to plan, more doubtful of success nor more dangerous to manage than the creation of a new system. For the initiator has the enmity of all who profit by the preservation of the old institution and merely lukewarm defenders in those who would gain by the new one.

Niccolo Machiavelli

Getting rid of an old idea can be more challenging than planting a new one.

Men do not fail, they stop trying.

Elihu Root

Keep going. You'll get there.

I didn't know it was impossible when I did it.

Anonymous

Great things get done when you don't ask if you can do them.

Never tell a young person that anything cannot be done. God may have been waiting centuries for someone ignorant enough of the impossible to do that very thing.

Andrew Holmes

Each new life bears the possibility of new creations.

No one ever did anything worth doing unless he was prepared to go on with it long after it became something of a bore.

Douglas Steere

Interest in a project will take you so far. Devotion will take you to the end.



Great genius

Genius is one percent
inspiration and
ninety-nine percent
perspiration.

Thomas Edison

**When you are wet with
sweat, results follow.**

116

Genius means little
more than the faculty
of perceiving in an
unhabitual way.

William James

**You have the ability for
individual thinking. You
have the possibility for
genius.**

Patience is a necessary
ingredient of genius.

Benjamin Disraeli

**Genius may take time to
reveal itself. Be willing
to wait.**

117

Towering genius
disdains a beaten path.
It seeks regions hitherto
unexplored.

Abraham Lincoln

**Genius cannot copy
someone else's genius.
You must find your own.**

The function of genius is not to give answers, but to pose questions which mediocrity cannot resolve.

H.R. Trevor-Roper

Genius is asking much more of yourself.

What is genius, anyway, if it isn't the ability to give an adequate response to a great challenge?

Bette Greene

Find a challenge worthy enough to inspire your genius.

118

The principal mark of genius is not perfection but originality, the opening of new frontiers.

Arthur Koestler

Uniqueness inspires genius.

There's a fine line between genius and insanity. I have erased this line.

Pablo Picasso

To be more than normal means going beyond what's normal.

119

It is the essence of genius to make use of the simplest ideas.

Charles Deguy

Inventors are people who go around with their antennas up. They see problems that other people don't.

Ray Noodlin

A smart person can spot big ideas. A genius can spot small ones.

120

To create solutions, start looking for problems.

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.

George Bernard Shaw

**Be unreasonable.
Change the world.**

Originality consists in trying to be like everybody else – and failing.

Raymond Radiguet

Failing to conform is no failure.

121

We don't want to be in the transportation industry. We're in the entertainment industry – at 35,000 feet.

Richard Branson

To be different, see different.

122

An expert is a person who has made all the mistakes which can be made in a very narrow field.

Niels Bohr

A person making mistakes is still learning.

Our most beloved products were developed by hunch, guesswork and fanaticism, by creators who were eccentric – or even stark raving mad.

Jack Mingo

A little madness can take you a long way.

123

The man who doesn't make up his mind to cultivate the habit of thinking misses the greatest pleasure in life.

Thomas Edison

Enjoy all the pleasures – think!

One of the advantages of being disorderly is that one is constantly making exciting discoveries.

A.A. Milne

A well-ordered life is an ordinary life.

Two roads diverged in a wood, and I took the one less traveled by, and that has made all the difference.

Robert Frost

The least traveled path is the one with more to discover.

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Charles Darwin

Change fast and you keep pace. Change faster and set the pace. Stop changing and you lose the race.

When you know what you did right, that leads to validation. When you know what you did wrong, that leads to innovation.

Michael Dell

Mistakes are stepping-stones on the pathway to improvement.

If we all did the things we are capable of doing, we would literally astound ourselves.

**Challenge yourself.
Amaze yourself.
Be yourself.**

126

The best leaders are found among those who have a strong component of unorthodoxy in their character. Instead of resisting innovation, they symbolize it.

David Ogilvy

**Someone extraordinary
unsettles the ordinary.**

We owe a lot to Thomas Edison – if it wasn't for him, we'd be watching television by candlelight.

Milton Berle

**Let future generations
appreciate you.**

127

Execution is the chariot of genius.

William Blake

**Ideas without effort
go nowhere. But with
effort, ideas will take
you everywhere.**

Think like a man of action, act like a man of thought.

Henri Louis Bergson

Doing easily what others find difficult is talent; doing what is impossible for talent is genius.

Henri-Frédéric Amiel

Think with passion. Act with precision.

Talent will take you far. Genius will take you farther.

Don't think too much. Thinking is the enemy of creativity. It's self-conscious, and anything self-conscious is lousy. You cannot *try* to do things. You must simply do them.

Ray Bradbury

Think too much and you will restrain your action. Act and you will expand your thinking.

Technical skill is mastery of complexity while creativity is mastery of simplicity.

Christopher Zeeman

One challenge sees what is difficult. Another challenge discovers what is simple.

The 'silly question' is the first intimation of some totally new development.

Alfred Whitehead

Be smart enough to ask a silly question.

The innovator is not an opponent of the old, but a proponent of the new.

Lyle Schaller

**How much time do you invest looking forward?
How much do you spend looking back?**

130

Wisdom is the daughter of experience.

Leonardo da Vinci

Wiser action is the son.

The moment you first wake up in the morning is the most wonderful of the 24 hours. No matter how weary you may feel, you possess certainty that, during the day that lies before you, absolutely anything may happen. And the fact that it practically always doesn't, matters not a jot. The possibility is always there.

Friedrich Nietzsche

Live each day with the possibility of new possibilities.

131

Creativity comes from trust. Trust your instincts. But never hope more than you are willing to work.

Saul Steinberg

You need chaos in your soul to give birth to a dancing star.

Oscar Levant

All children are artists. The question is how to remain an artist once they grow up.

Rita Mae Brown

You cannot create genius. All you can do is nurture it.

Ninette de Valois

No proof exists until it is proven. In the meantime, work hard – and trust.

132

To inspire creativity, encourage chaos.

A playful spirit lives within. Keep yours alive!

133

Everyone has a spark of genius. Fan yours to fire.

No one can succeed from being talented alone. God gives talent, but work transforms talent into genius.

Anna Pavlova

The life of great geniuses is nothing but a sublime storm.

George Sand

Life is what you make it. Make yours all it can be.

134

An incredible ride that soars and dives is not a peaceful journey.

When I no longer create, I'll be done for.

Coco Chanel

To create is to contribute, and to contribute is a life worth living.

135

If one is lucky, a solitary fantasy can totally transform one million realities.

Maya Angelou

One person can change everything. That person could be you.

Thank you for choosing, reading and sharing this book with others! From all 512 creative quips and sure-fire tips, this one is my favorite:

There's a fine line between genius and insanity.

I have erased this line.

– Pablo Picasso

Which quote or quip do you find most inspiring?
Who will you share it with to inspire more great ideas today?

Wishing you a fountain of great ideas!

A handwritten signature in blue ink that reads "Ron Korman". The signature is fluid and cursive, with a long, sweeping tail on the final letter.



What a Great Idea!

Creative quips and sure-fire tips to spark your inner genius!

People get turned on by
people who are turned on.
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