

IdeaBook

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Brilliant ideas want to be written down

Leonardo da Vinci was well known for producing a multitude of drawings and notes throughout his lifetime.

After his death, more than 3.500 notepads were found in the home of Thomas Alva Edison.

Now it is your chance to move into line with inventors like these. May your ideas also bring celebrity, happiness and prosperity to you.

Stories, anecdotes, quotations, thought-provoking impulses and methods of creativity are meant to inspire you to take down your own ideas and concepts.

This book offers 50 pages on ideas and 100 empty pages for your ideas. It is not until every page is filled out that this book is complete.

Enjoy!

“Nothing is more
powerful than an idea
whose time has come.”

Victor Hugo

"Every company, every
great success has
started with an idea."

Napoleon Hill

Dare to commit a folly

In 1927 for the first time a wristwatch appears in the catalogue of the company Junghans. Experts criticise it as a “folly of fashion to wear a watch on that part of the body that is the most agitated and exposed to the largest variation in temperature.” Experts predict that the watch will be but a brief temporary fashion.

The future is something
that is usually already
there before we expect it.

Food for thought

„GET ONE!“ – One gherkin in a can –

a can with only one, handpicked gherkin from the „Spreewald“ is distributed via service stations, supermarkets, discos and gyms for up to €2.20.
<http://www.spreewaldhof.de>

Emergency cash

199 EUR in seconds on the weekend.
www.Fidor.de

Nespresso

Sell a cup of coffee for ten times the price.

“If someone says your
idea is stupid – don’t
believe him.”

Michael Dell

Creativity

6-3-5 Method

108 ideas within 30 minutes

Ideally, 6 persons each write down 3 ideas within 5 minutes. Afterwards each person hands over their paper to the neighbour, who, again within 5 minutes, makes up three more ideas based on his neighbours' notes. Thereby, within 30 minutes, up to 108 ideas can be generated.

Seven sources of innovation potential

According to Peter F. Drucker

1. Unexpected success or failure of projects, products, processes
2. Incongruities, e.g. customer complaints
3. New process requirements
4. Changes in industry or market structure
5. Demographics – shifts in population
6. Change in perception, sentiment or importance
7. New knowledge – scientific and non-scientific

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“You recognize a good idea
when someone is stealing it.”

Rudi Carrell, German comedian

The book of the 96 fools

On July 14th 1881 the first telephone book appeared in Berlin. It was referred to as „The book of the 96 fools“ . John Doe pitied the first 96 participants, who had fallen for the „fake from America“: The phone!

No use for the world

On January 5th 1769 a new era began nearly unnoticed by its contemporaries. The university mechanic James Watt was granted the English patent No. 913 for his machine running with steam-power. This was the beginning of the Industrial Age, without the inventor's recognition of the importance of his revolutionary idea. In fact he complained: "There is nothing more foolish in life than inventing. I am 35 years old now and have been of no mortal use for the world..."

Ignore the common

Richard Fosbury started doing athletics in high school. Unfortunately, he had problems with the Straddle technique (ahead over the bar), which was then common. Thus, he tried out different other techniques to cross the bar and developed a better one with the “flop” (aback over the bar, with an enhanced start-up). At the age of 18 he already mastered to jump 2m while being 1.93 himself. In the beginning he was still smiled at but the most successful day of his career in sports finally arrived on October 20th 1968: Richard Fosbury won the gold medal at the Olympic games in Mexico City, outplaying the whole Straddle-elite.

“As soon as one starts thinking ‘out-of-the-box’ the potential of thinking is already restricted – there is no ‘box’.”

Gerald Celente

11 Mindsets

John Naisbitt

View in the future

1. While many things change, most things remain the same
2. The future is embedded in the present
3. Focus on the score of the game
4. Understand how powerful it is not to be right
5. See the future as a picture puzzle – your idea guided by a few fixed stars combined into a single vision
6. Don't get so far ahead people don't know you're leading
7. Resistance to change falls if benefits are real
8. Things we expect to happen always happen more slowly
9. You don't get results by solving problems, but by exploiting opportunities
10. Don't add unless you subtract
11. Don't forget the ecology of technology – ask what's enhanced, diminished, or replaced

“One should not want
to foresee the future
but make it possible.”

Antoine de Saint-Exupéry

Sources of inspiration

Gerald Celente, Futurist, trendsresearch.com

Peter F. Drucker, Innovation and Entrepreneurship

Anja Förster und Peter Kreuz, Querdenker,

Bill Gates, Business @ the speed of thought

Gary Hamel, Leading the revolution

Guy Kawasaki, Evangelist, guykawasaki.com

Tom Kelly, The Art of Innovation

Liselotte Lyngsø & Anne Skare Nielsen,
futurenavigator.dk

Managing Creativity and Innovation, Harvard Business
School Press

The Mind Gym

Tom Peters, The Circle of Innovation

C.K. Prahalad, G. Hamel, Competing for the future

www.theideabook.org

Jack Welch, Winning

www.quotationspage.com

IdeaBook

White edition

IdeaBook

50 pages about ideas

100 empty pages for your own ideas

Platinum edition

IdeaBook

Personal delivery by the author

If desired: 60 minutes presentation or workshop

Company edition

Personalised, e.g. company logo and company examples

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The author



Frank Schwab has more than 30 years of experience with new ideas and innovations. He has served as an Innovation Analyst, Director of Strategic Development and Innovation, Member of the Board of Directors, Chief

Executive Officer, Non-Executive Director and Chairman in several national and international companies. Frank Schwab has also taught several years of creativity and innovation management at Mannheim Business School.

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