

# HARNESS THE POWER OF IMAGINATION

## WHAT DO YOU DAYDREAM ABOUT NOW? AND WHAT FUTURE DID YOU DAYDREAM ABOUT AS A CHILD?

Use a variety of stimuli to help you capture them. Draw parallels from one object or idea to help you think through the workings of another idea. In doing so, you can turn an imaginative idea into a fully fledged fleshed out business.

Equally, ideas harvested by the imagination must be plausible, rather than total fantasy; believable, rather than unlikely. For a dream to become reality, it must be real enough to believe in. So let the imagination run freely, without constraint, but still have viability in mind.

As the idea blossoms into a plausible business idea, it's time to stop and stand back.

Entrepreneurs know when to stand back and review their ideas objectively. It's vital to appraise ideas honestly. A common mistake is to believe there are no flaws in an idea whatsoever, which often means missing obvious problematic areas. There will be links in the chain to fix and potential problems to smooth over.

A good entrepreneur knows this, seeks out the missing pieces and focuses on the weaknesses of the idea as well as the strengths before fine tuning the idea and proceeding.

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