**Introduction to Exercise 3 (INNOVATIVE IDEAS):**

Consider Doggles Company based in the United States where two brothers decided to produce and sell sunglasses for the dogs. According to the Daily Mail, these glasses were listed as one of the most useless inventions. The founders even joined a TV show, where they were presented with an anti-prize and everyone laughed at them. Once they became recognized, sales skyrocketed. Dog breeders were buying glasses for fun, and the U.S. Department of Defense ordered a large shipment to protect the eyes of military dogs from sandstorms in Iraq. Today, Doggles’ annual income is $3 million. Still think the idea was stupid?

Each idea has many nuances. When it first appears in your head, it’s usually weak. A vague picture of the desired future, provokes you to start doing something with it in the present. The idea doesn’t get strong in one moment. Even a genius needs to put a lot of hard work behind the moments of insight. The more you work on the idea, the more powerful and realistic it becomes.

When you are ready to bring the idea to discussion, some people, will certainly criticize it. It is normal. Good things are almost always rejected at some point. It’s hard to describe with a dozen slides and a few thousand words the work done by 86 billion neurons of your brain. Besides, people are more likely to judge not your idea itself, but their own interpretation of it. Some people will definitely support you; find something interesting in the idea, perhaps even something you haven’t noticed yet. The more often and more you discuss the idea, the more realistic it becomes.

Ideas are not being realized mostly because people simply abandon them. As long as you do something, your chances are always 50/50. Only if you refuse to continue the result is 100% predictable (and it’s negative!).