

## **Need a Big Idea? No Problem!**

To help you generate your next “big idea,” here are some breakthrough-idea creation tips from creativity guru Bryan Mattimore and his new book, 21 Days to a Big Idea.

### **Begin with “Arenas of Passion.”**

Create a list of arenas for new products, services, or business concepts you’re passionate about. Try to identify at least 30. Generating this many “arenas of passion” will help open the world of creative possibilities. Are you excited about inventing a new children’s toy or game, household product or tool; a new service for artists, or a non-profit to help retirees earn extra income?

### **What’s Your Problem? The First of Five Creative Thinking Strategies**

Get an “idea notebook” and start filling it with problems – even minor ones – you encounter throughout your day. Try to identify at least twenty different problems. If these problems are in your “arenas of passion” so much the better.

### **Solving Problems... and Finding New Ones**

Now, with your twenty problems, do your best to generate some ideas/solutions. This is a great creative warm-up for the creative thinking techniques that follow. And who knows, you might actually generate a big idea from it. Wasn’t Facebook created originally to help computer geeks get a date?

### **Adapt an Existing Idea or Technology**

Find one or more new technologies that intrigue you. List at least twenty capabilities, features, points of difference, and/or benefits of the technology. Then, combine it with one of your arenas or passion to create a new product or service concept. For example, an Israeli inventor recently created a low-cost, waterproof bicycle made almost entirely out of a specially-treated, extra-strong cardboard. What other inventions might you create with this new kind of cardboard?

### **Save Money, Save Time**

Create a list of things that waste time or money at work or in your personal life. Pick one or two of these time or money wasters and create a new product or service to address it.

## **Help People – or Organizations – Realize Their Potential**

Watch a variety of online speeches, presentations, or YouTube videos from experts in one of your areas of passion. Then, based on what you see, hear, and learn, create at least one big idea for a new product or service that will help people grow, or in some way realize their potential.

### **Smart Move: Benefit Word Mashing**

Invent a “big idea” in an area of passion by mashing it up with one of the following benefit modifiers: 1) smart/thinking 2) speed/quick 3) educational 4) informational 5) healthy 6) virtual 7) digital 8) futuristic 9) mobile or 10) growing/expanding. Example: What’s a “smart”... basketball, cooking pot, travel app, bicycle, lock, or fork?

With the creative techniques in [21 Days to a Big Idea](#), you should never feel you can’t create that next big idea to grow and improve your business... and your life!

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