

Ideas are easy, execution is everything

If you google "Quotes on Execution", you will get approximately 61 million results. Is it because a lot of people are sharing their amazing execution results with the world - or is it because we find it so hard to make an idea a reality? My smart money is on the latter.

I bet that you know someone who is amazing at coming up with ideas, but... not as amazing at turning them into (profitable) products and services. For some reason there is a gap between idea generation, brainstorming and planning - and putting those ideas to life.

"Ideas are easy. Execution is everything." – John Doerr

Here are 3 bullet proof strategies for helping you implement your ideas:

Validate your idea

If you don't know what your customers want, creating something for them is based on guesses. Maybe you'll hit bullseye, maybe not. Validating your idea with potential buyers has quite a few benefits. First, you'll get to know their pain points, wants and needs. Furthermore, you'll get the chance to prepare them for an upcoming offer. Last but not least, you will save yourself a lot of time, money and headache if you actually ask the market if it's willing to buy whatever you are creating (*one of my biggest professional mistakes was to create a comprehensive digital platform for online training – 10 years ago, I was early! – without validating it with potential customers – I ended up creating something for a non existing market*).

An idea is generally easier to put to life if you know that you are doing the right thing.

2. Involve the customer

Two heads think better than one. Four heads think better than two. If you are able to involve some heads that are looking forward to buying your products or services in the development process – fantastic! And idea will become a reality if enough people care about it and push/encourage/inspire you to finalising your offer.

(Recommendations and word of mouth top any other marketing strategy and the best way to spread your message is by creating loyal ambassadors who are proud to be engaged in your business. Be aware that you won't be able to meet every wish and desire from your customers and you need to limit their involvement to a level that you can deliver.)

It needs to be mentioned, though, that this strategy is not purely good. The more you make your customers feel like participants and partners, the more obligated they will be to buy the finished product. It's up to you to create something great that will be worth their money.

3. Set a launch date

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A dream with a date becomes a goal. If that date is public, there is no getting out of it. During the process of making an idea a reality you will most likely be

ready to quit a few times. Having a date to work towards – preferably combined with a launch event (digital in these crazy times, but still) will make you keep going. Make it hard for you to give up in every possible way. Create countdowns on social media. Share your work process, your “behind the scenes” – and also your doubts and struggles. You’d be surprised how much support you can get from your target audience by showing a human side of a creator who wakes up some days thinking what the heck she is doing.

“Plan your execution. Execute your plan.”

Anonymous

An idea is just the starting point. The execution is the marathon race. The bottom line here is to make sure not to quit. Because, who knows, that idea you are creating at the moment might just be the thing that changes the world?

Magdalena Bibik brings ideas to the table. Expert in idea generation and creative business thinking. Based in Sweden, working globally in Swedish, English and Polish. MBE & MLL, Rescue Dog Mother, Coffee Lover.

Interested in learning the basics of idea generation? Check out Magdalena’s course “[Idea Lab: Idea generation for beginners](#)”. Maddyneess readers can get 30% discount by entering “Maddyneess” at the checkout.

Article by MAGDALENA BIBIK