



## Making Ideas Happen Overcoming the Obstacles Between Vision and Reality

By Scott Belsky

Your Coach In A Box. No binding. Condition: New. Dimensions: 5.7in. x 5.2in. x 0.6in. How the world's leading innovators push their ideas to fruition, time and time again. Edison famously said that genius is 1 percent inspiration, 99 percent perspiration. Ideas for new businesses, solutions to the world's problems, and artistic breakthroughs are common, but great execution is rare. According to Scott Belsky, the capacity to make ideas happen can be strengthened by anyone willing to build their organizational habits and harness the forces of community. That's why he founded Behance, a company that helps creative people and teams across industries develop these skills. Belsky has spent six years studying the habits of especially productive creative people and teams—the ones who make their ideas happen time and time again. After interviewing hundreds of successful creatives, he has compiled their most powerful—and often counterintuitive—practices, such as: Generate ideas in moderation and act without conviction Reduce all projects to just three primary components Encourage fighting within your team Seek competition and share ideas liberally In an increasingly flexible and entrepreneurial environment, creative minds have the opportunity (and responsibility) to solve and change industries—but they can only do that if they overcome the...



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