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HELPING IDEAS TO SPARK – FORMULATING AND PRESENTING AN IDEA

If you can present your idea through answering these questions, then you can break out!

That's the view of Marc Benioff co-founder of Salesforce. And he's right although it's not an exact science!

It all starts with YOU

What is it that you really want to do?	The IDEA The VISION
What is really important to you?	Why it matters to you Values
How are you going to get it?	How will it happen? Method
What is preventing you from having it	Can you see obstacles
How will you know when you've got it	What does it look like when it's successful? Impact

In a few minutes explain your idea, considering these points as a guide to your idea formulation.