

What's the Big Idea

Seeing your ideas come to fruition can be highly rewarding on a personal and a business level.

Tucked inside good ideas lays the answers to being paid well for doing what you love. Best of all, we all do have good ideas!

If you don't believe you have a good idea simply go to stage 1 of this workbook and we guarantee you'll quickly come up with something in no time.

If you have an idea but think you lack the necessary skills, money or time to put it into action, if you feel over-whelmed by it, think others will think it's dumb or that it already exists or you simply don't know where to start then this workbook will help set in place a re-assuring plan for you to bring it to life.

The Rules of the Game

This workbook is designed to be worked through in small groups. There are explanations and examples as well as blank Big Idea sheets for you to work with.

At stage 1 work with others that have a similar interest as you, i.e. if you are a personal trainer and/or group fitness instructor work on it with other personal trainers and/or group fitness instructors. This will help to get lots of a good ideas rolling in. Thereafter choose people (from your initial group or otherwise) that can help fill the gaps in ensuring the idea/s can be put into action.

Most importantly, to reap HUGE benefits, be prepared to SHARE ideas the whole way through.



New ideas pass through three periods:

- 1) It can't be done.*
- 2) It probably can be done, but it's not worth doing.*
- 3) I knew it was a good idea all along!*

- Arthur C. Clarke

Don't worry about people stealing your ideas. If your ideas are any good, you'll have to ram them down people's throats.

- Howard Aiken

If at first the idea is not absurd, then there is no hope for it.

- Albert Einstein

Lack of money is no obstacle. Lack of an idea is an obstacle.

- Ken Hakuta

Stage 1: What's the Big Idea?

This is the stage where you get to wear what we call 'the yellow hat'. What we mean by this is that you get to think big and about what could be possible and **not** why ideas would not work and/or the problems that will arise along the way. While such issues are important they get addressed further down the track, when you wear the red hat!

Start by looking at just one target group, preferably the one that most appeals to you and try to exhaust the possibilities of what could be provided to this group! If you like you can then complete worksheets for other target groups.



Example sheet

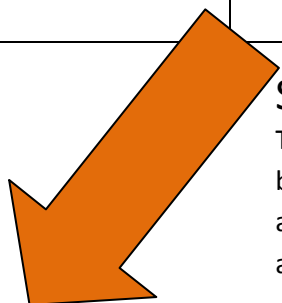
<p>A. Name your target group hereSENIORS..... For example:- seniors, new mums, athletes, women over 35, injured, people over 150kg, corporate etc</p>	<p>B. Expand on one or more of your ideas from column A. Dream big, this is not about coming up with something that will be set in stone, it's just about brainstorming and the crazier you are with it the better!</p>	<p>C. What job roles would be required to see the first stage of this idea coming into action? D. Write down the names of anyone you know who could fill these roles.</p>	<p>E. What are other benefits for each person who gets involved with this project.</p>
<p><i>Now list your ideas - what services could be provided for this target group</i></p> <p>Could take another seniors group session – I only do 1 at the moment</p> <p>Organise a fitness weekend away for senior class attendees</p> <p>Run yearly workshop day for them utilising other experts</p> <p>Organise a monthly outing for them</p> <p>Organise an array of discounted useful products for them</p> <p>Write a monthly newsletter for them</p>	<p><i>"If your idea doesn't scare you, it's not big enough"</i></p> <p>Organise a week long fitness retreat for ALL attendees of senior fitness classes in New Zealand.</p> <p>Organise a week long fitness retreat in New Zealand for the attendees of fitness classes overseas.</p>	<p><i>Share the load and help others to do what they are good at and enjoy</i></p> <p>Stage 1: Run a weekend retreat for my senior class attendees</p> <p>Accommodation/transport – Shirley</p> <p>Catering – Mum</p> <p>Gauge interest and agenda for weekend – Me</p> <p>Advertising/Marketing – Phil</p> <p>Legal issues – Fred</p> <p>Delivery of programme – Me and Tracey</p>	<p><i>How can you make other people's dreams come true</i></p> <p>Shirley: Pay her for her time Free PT sessions, use of her friends B & B.</p> <p>Phil: Advertise Phil to other PTs, Free PT sessions with Tracey, have mum cook him a cake.</p> <p>Fred: Fred's mum can come on the weekend for free or PT sessions with Tracey or set up a time for him to come and talk to my class attendees.</p>

Stage 2: Timeline it

With one or more of the ideas from Stage 1, draw up a timeline by firstly figuring out a roll-out date and then working backwards, detailing what would need to be done each month preceding. Below is an example using one of our ideas from Stage 1.

Often there can be more to do than meets the eye, things can go wrong and we can over estimate what we think we can achieve in the time frame we have— accordingly give yourself more time that you think you need!

Month 1 February	Month 2 March	Month 3 April	Month 4 May	Month 5 June	1 wk Tapering off	Event Or rollout date
Brainstorm ideas Gauge interest Meet with others and allocate job roles	Draft agenda and budget. Finalise accommodation , food and transport options	Finalise marketing Finalise legal issues	Begin marketing May 1st	Finalise numbers by June 8th	Confirm all arrangements, people etc.	July 8th



Stage 3: Slice it up

This is the stage where you really need to share your idea with people who will work on the project with you. Remember ideas get shelved because they become too much work for 1 person. To ensure the success of your idea call regular meetings with those who will be involved and break your timeline down even further. What will be done in month 1, 2, 3 etc, allocate who will do what and evaluate (keep people accountable) regularly. This will help the whole idea to seem less overwhelming and will ensure all jobs don't get left on 1 person's plate.

Job roles Month 2	Person	Week 1	Week 2	Week 3	Week 4
Accommodation and transport	Shirley	Research suitable accommodation and get costings	Present options to me and follow up as need be	Finalise accommodation transport and pp costings	Provide summary to Phil for marketing
catering	Mum	Brainstorm and research food and transport options	Present options to me and follow up as need be	Finalise food choice and pp costings	
Leaflets	Phil	Do quote on posters, brochures	Present options to me and follow up as need be		Draft ideas for brochure and poster
Agenda	Me	Draft agenda	Get feedback on agenda	Confirm involvement of others and costings of weekend	Provide necessary info to Phil to do brochures

YOUR WORKSHEET: Stage 1: What's the Big Idea?

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Start by looking at just one target group, preferably the one that most appeals to you and try to exhaust the possibilities of what could be provided to this group! If you like you can then complete worksheets for other target groups.

<p>F. Name your target group here For example:- seniors, new mums, athletes, women over 35, injured, people over 150kg, corporate etc</p>	<p>G. Expand on your ideas from column A. Dream big, this is not about coming up with something that will be set in stone, it's just about brainstorming and the crazier you are with it the better!</p>	<p>H. What job roles would be required to see this idea come into action? I. Write down the names of anyone you know who could fill these roles</p>	<p>J. What could be 3 benefits for each person who got involved with this project.</p>
<p><i>Now list your ideas - what services could be provided for this target group</i></p>	<p><i>"If your idea doesn't scare you, it's not big enough"</i></p>	<p><i>Share the load and help others to do what they are good at and enjoy</i></p>	<p><i>How can you make other people's dreams come true</i></p>

<p>A. Name your target group here For example:- seniors, new mums, athletes, women over 35, injured, people over 150kg, corporate etc</p>	<p>B. Expand on your ideas from column A. Dream big, this is not about coming up with something that will be set in stone, it's just about brainstorming and the crazier you are with it the better!</p>	<p>C. What job roles would be required to see this idea come into action? D. Write down the names of anyone you know who could fill these roles</p>	<p>E. What could be 3 benefits for each person who got involved with this project.</p>
<p><i>Now list your ideas - what services could be provided for this target group</i></p>	<p><i>"If your idea doesn't scare you, it's not big enough"</i></p>	<p><i>Share the load and help others to do what they are good at and enjoy</i></p>	<p><i>How can you make other people's dreams come true</i></p>

