

Twenty reasons why and how really good ideas are shot down or are unwelcome

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1. We have higher priorities than this – so it will have to go on the back burner.
2. We can't afford this, money is tight, and this is a real gamble.
3. You exaggerate the issues – it's not as big as you make out.
4. You are suggesting we have failed at this – I am not having that!
5. What's the hidden agenda here?
6. You don't know the whole picture – this sounds fine but what about...
7. Your proposals go too far/don't go far enough.
8. This makes me or someone else significant look bad, you imply I should have had this idea.
9. It sounds too simple and straightforward – if was that easy we'd have done this by now.
10. No-one else is doing this, so that suggests it's not as good as you think.
11. It's too difficult to grasp – I don't really understand what you are saying.
12. It's a great idea, but now isn't the right time.
13. This needs a champion, and that person will feel very exposed – and we are risk averse.
14. It just sounds like this will mean too much work to get the results you are projecting.
15. It might have worked elsewhere, but we are different here.
16. We don't have the expertise or capacity to make this happen.
17. Well it sounds great, but you are a bit junior in this organisation, so what do you know?
18. This sounds like something we tried before and that didn't work.
19. I am in favour of this but the positive returns will take too long to come in.
20. More work? You must be joking, we are under-resourced and over stretched as it is!

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