

12 rejection thoughts around crazy ideas

1. "I think there is a world market for maybe five computers." *Thomas Watson, chairman of IBM, 1943.*
2. "There is no reason anyone would want a computer in their home." *Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977.*
3. "This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us." *Western Union internal memo, 1876.*
4. "The Americans have need of the telephone, but we do not. We have plenty of messenger boys." *Sir William Preece, chief engineer of the British Post Office, 1876.*
5. "While theoretically and technically television may be feasible, commercially and financially it is an impossibility." *Lee DeForest, inventor.*
6. "Who the hell wants to hear actors talk?" *H. M. Warner, Warner Brothers, 1927.*
7. "I'm just glad it'll be Clark Gable who's falling on his face and not Gary Cooper." *Gary Cooper on his decision not to take the leading role in "Gone With the Wind."*
8. "We don't like their sound, and guitar music is on the way out." *Decca Recording Co. rejecting the Beatles, 1962.*
9. "Radio has no future. Heavier-than-air flying machines are impossible. X-rays will prove to be a hoax." *William Thomson, Lord Kelvin, British scientist, 1899.*
10. "If I had thought about it, I wouldn't have done the experiment. The literature was full of examples that said you can't do this." *Spencer Silver on the work that led to the unique adhesives for 3-M "Post-It" Notepads.*
11. "Airplanes are interesting toys but of no military value." *Marechal Ferdinand Foch, Professor of Strategy, Ecole Supérieure de Guerre 1911.*
12. "Louis Pasteur's theory of germs is ridiculous fiction." *Pierre Pouchet, Professor of Physiology at Toulouse, 1872.*

12 wise thoughts around creativity

1. "If you have always done it that way, it is probably wrong." *Charles Kettering*
2. "There's no good idea that cannot be improved on." *Michael Eisner*
3. "We don't know a millionth of one percent about anything." *Thomas Edison*
4. "If the only tool you have is a hammer, you tend to see every problem as a nail." *Abraham Maslow*
5. "No idea is so outlandish that it should not be considered." *Winston Churchill*
6. "Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity." *General George Patton*
7. "The chief enemy of creativity is 'good sense' ". *Pablo Picasso*
8. "Stay away from negative people – they have a problem for every solution" *Source unknown*
9. "Anyone who has not made a mistake has not tried anything new" *Albert Einstein*
10. "Creativity is intelligence having fun" *Albert Einstein*
11. "Everyone is a genius, but if you judge a fish by its ability to climb a tree, it will live it's whole life believing that it is stupid" *Albert Einstein*
12. "You can't solve a problem on the same level that it was created. You have to rise above it to the next level." *Albert Einstein*

Task: Within two groups take the set assigned, and read carefully the quotes.

Note on chart the real issues and implications these prompt that you feel constrain original thinking within the organisation.

Summarise the actions you will each take to do something at least a little better in terms of encouraging new and better ways of doing things back at work.