

Rule No. 6 —Your first idea is rarely your best.

Great ideas emerge after rethinking and refining initial concepts, proving that persistence and revision often lead to better solutions. The most original thinkers don't settle for their first solution —they generate many. Great ideas often emerge later in the creative process, after initial concepts have been tested, challenged, or discarded. Quantity breeds quality when you're willing to rethink, revise, and persist beyond what's obvious.

Ask Yourself:

Where in our organization are decisions being made too quickly —built on the first idea that hits the table?

Do we reward speed or thoughtful exploration?

The Truth Is:

The first idea is the obvious one —which means everyone else had it too. The businesses that break through are the ones that kept asking 'what if we're wrong about this?' long after most people stopped questioning.

The obvious idea is usually the one everyone else already had.

Action Step:

Come up with three new or optional variations on a current project before finalizing your plan.

Recommended Reading:

Originals: How Non-Conformists Move the World, by Adam Grant

“The greatest originals are the ones who fail the most, because they're the ones who try the most.”

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 3

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

- _____
- _____
- _____

THURSDAY

DATE _____

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- _____

FRIDAY

DATE _____

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- _____
- _____

SATURDAY

DATE _____

- _____
- _____

SUNDAY

DATE _____

- _____
- _____

STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR