



Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality

By Scott Belsky

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"Ideas are easy. Implementation is hard. This book helps you with the hard part."

-Guy Kawasaki, author of *Enchantment*

According to productivity expert Scott Belsky, no one is born with the ability to drive creative projects to completion. Execution is a skill that must be developed by building your organizational habits and harnessing the support of your colleagues.

As the founder and CEO of Behance, a company on a mission to empower and organize the creative world, Belsky has studied the habits of especially productive individuals and teams across industries. Now he has compiled the principles and techniques they share, and presents a systematic approach to creative organization and productivity.

While many of us focus on generating and searching for great ideas, Belsky shows why it's better to develop the capacity to make ideas happen—a capacity that endures over time.

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Editorial Review

Amazon.com Review

Amazon Exclusive: Seth Godin Reviews *Making Ideas Happen*

Seth Godin is the author of *Linchpin*, *Tribes*, *The Dip*, *Purple Cow*, *All Marketers Are Liars*, and *Permission Marketing*, as well as other international bestsellers. He is consistently one of the 25 most widely read bloggers in the English language. Read his exclusive Amazon guest review of *Making Ideas Happen*:



Should you buy a book that will make you uncomfortable?

More questions: Why is it so difficult to ship good ideas out the door? Why do committees show up and wreck the purity of your idea? Why do people avoid doing the hard work of actually bringing their work to the market?

I'll tell you why: Because it's safe. Ideas that never ship are never criticized. Faceless committees accept the blame for tepid products that were probably better off in the warehouse. And managers in search of a place to hide can best hide behind the unshipped product, the unrealized idea and the system gone wrong.

Scott Belsky has your number. He's seen it all before. He knows your excuses, he's seen your shtick and he knows all the ways to avoid doing the work. In this book, Scott's not giving you any place to hide.

There. Do you still want to read his book?

If you care about your art, your job or your market, you really have no choice. This is strategy and tactics, concepts and how-to, all in one on a topic that's often overlooked.

--Seth Godin, author of *Linchpin*

From Publishers Weekly

Though creation always begins with an idea, ideas don't always lead to creation; examining why that's so, online entrepreneur Belsky finds that, no matter how unique or radically different ideas may be, the individuals and teams who carry those ideas to fruition share a number of common traits, such as engaging peers and leveraging communal forces. In this guide to realizing ideas, Belsky examines those traits in detail. Chapters like "The Chemistry of the Creative Team" set forth an action-based plan that forgoes time-wasting meetings and other corporate culture standbys, citing studies, progressive thinkers and case studies of

companies like Best Buy, IBM and Sun Microsystems. Modern-day successes, Belsky contends, have traded "the traditional butts-in-chairs mindset" for a "Results Only Work Environment," where employees are compensated based on achievement of specified goals, rather than work hours. Ultimately, Belsky insists, creative success is a matter of rethinking methods and increasing focus, while emphasizing and rewarding old-fashioned passion and perspiration.

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Review

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-Seth Godin, Author, *Linchpin*

"Ideas are easy. Implementation is hard. This book helps you with the hard part."

-Guy Kawasaki, Co-founder of Alltop and former chief evangelist of Apple

"*Making Ideas Happen* is timely and vital to a new generation of creative leaders. Ideas are important, but executing on those ideas is the crucial component that so many of us forget about. Great execution is rare, and Belsky lays out practical principles and a clear plan for getting things done. I highly recommend this book!"

-Brad Lomenick, Executive Director, Catalyst

"From his years spent understanding how the most productive entrepreneurs and creative minds operate, Scott Belsky provides a compendium of the knowledge one needs to turn a great idea into something tangible. This is a book about execution, and when it comes to going from idea to a real business, execution is everything."

-JOHN BATELLE, Co-founder of *Wired* and Boing Boing, founder of Federated Media

"If your creative team or organization struggles to implement their best ideas, or if you find that your own creative projects languish unfinished, you need *Making Ideas Happen*."

-TERESA AMABILE, Prof. of Business Administration, Dir. of Research, Harvard Business School

"In just one volume, Belsky shows how to execute simply, boldly, powerfully. He reveals the forces and methods that push projects to completion -and how they are accessible to all of us. Practical and perfect ways to implement your ideas with peace of mind."

-LEO BABAUTA, Author of ZenHabits.net and *The Power of Less*

"I hear people talking all the time about great ideas that never come to life. This book is like a Swiss Army knife for ideas. It offers step-by-step tools to turn ideas into action, and is full of wonderful and enlightening stories of those who have made their ideas happen."

-JI LEE, Creative Director at Google Creative Lab and Founder of the Bubble Project

"Scott Belsky has observed how designers think and has created a way to help them make the complex clear -and the actionable achievable- within the rush of creativity that defines their mind's workspace. His ideas provide an effective way to manage ideation, iteration, and execution."

-RICHARD GREF+, CEO of AIGA

"Belsky's approach has made my life even simpler. *Making Ideas Happen* demonstrates that ideas of any magnitude are achievable by simply taking one step at a time. Belsky offers an illustrated map to get to the destination of your great ideas."

-SCOTT THOMAS, Design Director, Obama Presidential Campaign

"There are techniques in this book that can turn disorganized creative prima donnas into organized creative prima donnas. It's full of terrific lessons in how to keep great ideas alive."

-CHUCK PORTER, Co-chairman, Crispin Porter + Bogusky

Users Review

From reader reviews:

Alice Hill:

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