

## Just One Good Idea

*In "Just One Good Idea," Rich Rexeisen shares his insights into the weight that a single good idea can hold for an organization. The author relates his experience as a teacher and conference leader to show us how a simple quip from a stranger changed his life. As a result of this single moment, Rexeisen was awakened to the effective simplicity of pursuing one good idea as a catalyst for other good ideas. While we are brainstorming over the direction an organization should take, Rexeisen encourages us to keep our minds open to the one good idea that will help the process fall into place.*

Abstract

Many years ago while conducting an executive seminar on strategic market planning, I was presented with a challenge that continues to impact every aspect of my professional life.

Given that marketing rises and falls on its ability to understand the needs of customers, I begin every seminar by asking the participants what they want to learn during the program. About halfway through one of my opening question and answer sessions, one of the more seasoned executives looked me in the eye and stated, "If I can get just one good idea out of this seminar, I'll be more than satisfied."

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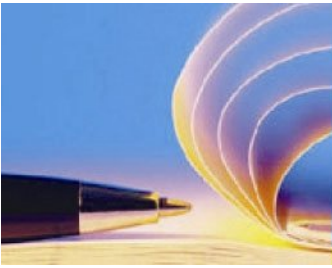
Rich Rexeisen

My knee-jerk response was accompanied by a very broad smile on my face. I replied, "I hope that you will have several good ideas to take back to your organization." With that, I moved on to the next participant.

Epiphanies come in all shapes and sizes, but all come with purpose that is difficult to measure. Although I tried not to let on, I was haunted well into the evening by the comment of "just one good idea."

When I awoke the next morning, a little light went on in my head. This clever executive was not only right in asserting what the potential value of a good idea is, but was also wise enough to recognize that a good idea is only as good as it is effectively implemented. From this day forward, my professional life changed. The instructor had become the learner and in doing so, became the better instructor. We have to cut through the clutter to recognize the essence of a good idea and then we have to do something with it. If we fail, on the other hand, nothing happens.

So the question becomes what is the one good idea that will help to transform or meaningfully nudge your organization towards achieving its goals and ambitions? Ironically, the good idea embedded is that if you are alert to discerning or distilling



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“the good idea,” you will be well on your way to adding the kind of value that is essential to the success of every organization.

It is far better to do one thing well than many things poorly and it is important to finish what you start before starting something new. Of course, multi-tasking is necessary, but too often it becomes an excuse for mediocrity. Ask yourself, what have you been meaning to do? What one good idea are you working on today? Great leaders can help to inspire focus, but it is our responsibility to scan, recognize and then execute those ideas that can have a meaningful impact on our organizations.

For those already disciplined enough to focus their attention on the essentials, here's one more idea. Take special care to recognize and appreciate those that contribute the most to the success of your organization. Who are your best customers? What have you done recently to express your appreciation for their contribution? You will also find in a healthy environment that what is good for your customers is also good for your employees.

Like that wise executive of so many years ago, I hope and expect that if you can discern even one good idea out of this column, the return on your investment will be substantial.