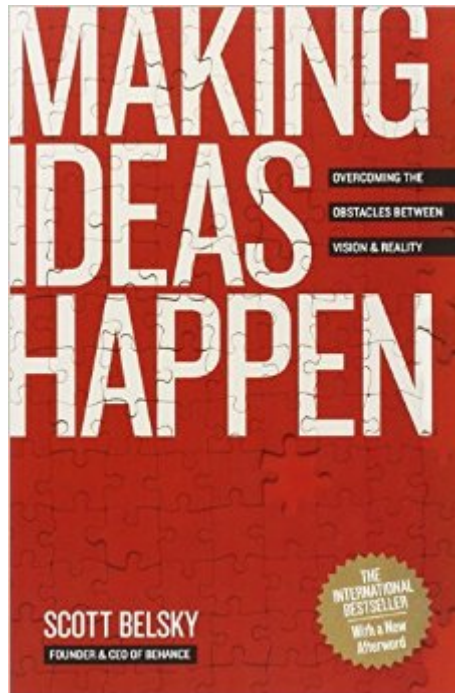


The book was found

# Making Ideas Happen: Overcoming The Obstacles Between Vision And Reality



## Synopsis

"Ideas are easy. Implementation is hard. This book helps you with the hard part." -Guy Kawasaki, author of *Enchantment* According to productivity expert Scott Branson, 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, Branson 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, Branson shows why it's better to develop the capacity to make ideas happen—a capacity that endures over time.

## Book Information

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## Customer Reviews

When I started reading *Making Ideas Happen* by Scott Branson, I had grand hopes. I wanted this book to single-handedly pick my ideas off the dusty shelf in my brain and turn them into million-dollar businesses (or something like that). Maybe that is a little extreme, but I was instantly drawn to this book because I have a hard time making my ideas happen. I suppose I was looking for inspiration and a hidden secret on how to turn any old idea into something of functioning brilliance. Of course, no book can accomplish that. But *Making Ideas Happen* is probably going to change my life. Here's the thing. This book is not filled with flowery prose or motivational stories

meant to get you off your butt. Instead, this is a college course in taking your idea somewhere. Belsky mines the experiences of a lot of visionary people who all have one thing in common, they were able to make their ideas happen. If you are still in love with the idea of your idea, you are going to want to get over that pretty quickly. The idea is not the thing, Belsky argues, the execution is the thing. Ideas flow freely, while doing something about them takes a lot of hard work and focus. Making Ideas Happens spends most of its time talking about the nuts and bolts on exactly how you can bring your idea to reality. Warning, it is not easy. Things will stand in your way. Heck, you will get in your own way. You will need great passion and determination. If you can muster those things, then the tips in this book will serve you well. If you just want to be creative all day, well Belsky has advice for that too, get a partner who is a doer. Scott Belsky argues that you need three things to make any idea happen.

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