



Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality

Scott Branson

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Scott Belsky

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How the world's leading innovators push their ideas to fruition again and again

Edison famously said that genius is 1 percent inspiration, 99 percent perspiration. Ideas for new businesses, solutions to the world's problems, and artistic breakthroughs are common, but great execution is rare.

According to Scott Belsky, the capacity to make ideas happen can be developed by anyone willing to develop their organizational habits and leadership capability. That's why he founded Behance, a company that helps creative people and teams across industries develop these skills.

Belsky has spent six years studying the habits of creative people and teams that are especially productive-the ones who make their ideas happen time and time again. After interviewing hundreds of successful creatives, he has compiled their most powerful-and often counterintuitive-practices, such as:

- Generate ideas in moderation and kill ideas liberally
- Prioritize through nagging
- Encourage fighting within your team

While many of us obsess about discovering great new 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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