



Getting into shape

Creativity is fascinating, because although ideas may start with the creative insight of one individual, they won't be adopted unless they fit in with the way society thinks about things. This means that if you want your ideas to be adopted, you have to consider both the “internal” factors, such as whether you and your idea are worth paying attention to, as well as the “external” aspects, like why people are resisting it.

Recognizing this, the book is divided into two parts, exploring in turn the “internal” and the “external” aspects of the process of developing ideas and getting them adopted.

Part 1 focuses on the “internal” aspects of the process, covering the key issues you will need to think about to get your idea into shape and give it the best possible chance of getting adopted.

There are three key elements of this:

- **Resistance is normal.** If your ideas are resisted don't be disheartened, be clever.
- **As Creative People we can really valuable, or “quite impossible”.** In Chapter 2, you can use the well respected Myers-Briggs Personality test to help you find out which personality type you are, so you can recognize your strengths and find tips for overcoming your potential problem areas.
- **Developing ideas that people actually want.** The inventor of the combined toy dog and vacuum cleaner was unlikely to meet the world's most fundamental needs, or even cover her patent costs. Find out what top inventors do to give their ideas the best chance of success.

Find out more in the *The Myth of the Mousetrap* How to get your ideas adopted (and change the world)