

Idea Bank's Personal and Concrete (General) Examples

Business:

Personal:

To illustrate, take my cousin; although some of his coworkers attended better schools and had more experience, his excellent reputation among the company's clientele, which he gained through his friendly and straightforward interactions with them, got him a promotion ahead of his peers.

To support this idea, I need only look as far as my former employer. He was well aware that a company's success depended very much on his staff's job satisfaction, which is why he regularly treated them to lunches and paid days off, as well as generous year-end bonuses for their hard work. In return, his turnover was very low and his employees would do anything for him.

My friend is a perfect example of this. He thought he could get rich quickly by investing in the stock market. However, he did not do the proper research and invested with his feelings rather than based on rational decisions. As a result, he lost most of his savings in a matter of weeks.

My own experience with this is a perfect example. I started working part time at the local shopping mall while I was still in high school. By the time I graduated from university, I had already acquired plenty of work experience, so I was able to find a job right away.

General:

To illustrate, consider a man who drops out of high school in order to become an apprentice to a craftsman. By the time this person reaches his mid-twenties, not only will he have become a master craftsman himself and be able to start his own business, but he will be equipped with a marketable skill that will secure him an income for the rest of his life.

Take for instance a senior citizen who cannot afford to retire, whether through bad luck or bad decisions in his past. While he may still be a productive worker, many companies will not want to hire him simply because of his age and the consequences that that might bring.

For example, in many states where the minimum wage was raised, the general quality of life has risen as well, so much so that people from other states have started to migrate there in greater numbers.

Education:**Personal:**

To illustrate, take my cousin Vincent; after several failed attempts to score well on law school admissions tests, he was finally accepted to a program based on his performance at a mock court session where the presiding guest judge, a law professor, recognized Vincent's exceptional talent and gave him a chance to demonstrate it at his law school.

To support this idea, I need only look as far as my aunt. After graduating from high school, she married her boyfriend and they traveled the world together. While traveling, she learned how to write magazine articles and take professional quality photographs. Today, she is a leading travel writer for a well-known magazine and makes a very good living despite never having gone to college.

My sister is a perfect example of this. At the age of thirty-five she decided that she wanted a career change. She went back to school to learn coding and now owns her own business as a front-end website developer and has many small businesses as clients.

My own experience with this is a perfect example. While taking a year off between college and high school, I worked to save money to travel. I then spent six months backpacking through Asia and met many people who wanted to learn English. I then returned to school and decided to major in English so that I could travel the world as an English teacher.

General:

To illustrate, consider the American chemistry expert who only studied science-related courses; this person may be highly qualified in his field, but because he never studied the humanities or geography, he will have a difficult time understanding the ways of his Indian, Chinese, or Brazilian colleagues. In the long term, this will be a liability that may overshadow his technical expertise.

Take for instance, a young girl whose parents are both overweight; if her school does not educate her on the consequences of poor dietary choices and she only learns about this aspect of her life from observing her parents, it is very likely that she too will become obese and her health will be at risk.

For example, a 40-year-old who is not adept at using application software on his phone, but whose industry is moving in that direction, may be replaced by a younger, more tech-savvy employee who can provide the company with what it needs.

Government:

Personal:

To illustrate, take my neighbor; after serving for two years in the military, he was financially supported by the government in his academic pursuits and was even offered a position at his city office after he graduated.

To support this idea, I need only look as far as my aunt. After she was diagnosed with breast cancer, she had to leave her job and receive treatment. This, of course, was a financial hardship, but the government's employment insurance program helped her get by until she could return to work.

My cousin is a perfect example of this. The university near her home was small and did not have sufficient funding for an Arts department. Luckily, the government offered scholarships to gifted students, funded by the Ministry of Education, and my cousin was able to go to another city for two years to study her craft.

My own experience with this is a perfect example. Not long after my eighteenth birthday there was a local election in my district. I registered to vote and was so proud when I stuffed the ballot in the box, thereby officially making my first consequential choice as an adult.

General:

To illustrate, consider a man who robs a liquor store in order to feed his starving children. This person may have been affected by a bad economy, a physical or mental disability, or any other reason beyond his control. It would be irresponsible to suggest that his punishment should be of equal severity to the university educated businessman who used his intellect to defraud people of their hard-earned money for no reason other than greed.

Take for instance a senior citizen who is not quite familiar with proper online safety and who consequently does not properly protect his or her identity. This type of person is an easy target for criminals who know how to manipulate technology.

For example, in many state elections in which no candidate wins 50% of the votes a *runoff* is required. In other words, every vote does count when no clear favorite emerges in a race.

Health:**Personal:**

To illustrate, take my best friend, Lisa. After trying several fad diets, including Paleo, Atkins, and others, she was able to lose over 30 pounds each time. However, several months after each diet she regained more weight than she had lost. This is why doctors insist on a balanced lifestyle consisting of healthy eating, exercise, and mental relaxation via a hobby or some form of social interaction.

To support this idea, I need only look as far as my aunt. After seeing many specialists to no avail, she finally decided to try acupuncture to get rid of her migraines. Not only did the treatment work, it led to her discovery of other Eastern traditions, such as Yoga and meditation, which have over the years completely changed her life for the better.

My college football coach is a perfect example of this. He had been a national champion during his own college playing days, and so he knew not only how to motivate our team, but how to get us to work together toward a common goal. Now, as a team leader in my company, I employ many of the techniques he used with us on the field.

My own experience with this is a perfect example. Until I joined the basketball team in high school, I was a shy kid with low self-esteem. Being a part of a team provided me with the opportunity to make new friends, engage in something that I was good at and that raised my level of confidence, and learn what it means to be a winner.

General:

Take for instance, a young girl whose parents come from a culture that views extra weight as a sign of prosperity. Even if this girl is taught about the risks of being obese, she will not be able to change the culture in her home until her parents are educated as well, and this will only occur as a result of the government's outreach.

To illustrate, consider the figure skater who works out for 14 hours every day in order to be competitive in this sport; regardless how successful he or she will be, this competitor will never earn nearly as much as a basketball or soccer player, yet he will continue for the love of the sport and the ability to reach a goal.

For example, a person who daily takes vitamins in pill form is much more likely to get his body's required supplements than someone who relies strictly on what he eats. In other words, foods these days are not as nutritious as they had been in the past due to additives and preservatives.

Technology:

Personal:

To illustrate, take my uncle Frank. Though he is an engineer, even he cannot keep up with all the latest gadgets on the market these days. Every time he gets a new phone, he needs to ask his daughter to give him a tutorial on the latest apps and features.

To support this idea, I need only look as far as my boss. After spending fifteen years as a junior accountant in a large firm, he decided to use his skills with numbers and apply them to data mining. He now owns his own firm and recruits the top IT professionals in the city.

My next door neighbor is a perfect example of this. His grades had dropped considerably and his teachers were concerned; it turned out that he had been bullied online for several weeks and all his school mates witnessed this happening on social networking sites.

My own experience with this is a perfect example. I used to be an avid reader, but since I got my smartphone, I rarely open a book. I listen to talks and watch video clips, which are educational and often more engaging than printed books.

General:

Take for instance a young North American girl whose parents come from a culture that views housework as a means to develop character; she may see her friends' families' reliance on appliances and automated tools and question her parents' insistence on doing manual labor.

To illustrate, consider the veteran factory worker who has been replaced by a robot: this person will find it very difficult to find new employment without returning to school for some technical training in another field.

For example, a child who relies exclusively on his phone to do basic calculations will likely grow into an adult with limited financial success. Moreover, this person has a higher chance of being a victim of fraud.