我曾置身于这样的会议室，亲眼目睹过这一幕。"乔，我告诉你，我们这儿确实有很棒的东西。"不，我们不在乎。一切应以客户为中心。你会发现许多初创企业之所以失败，是因为一开始就陷入了群体思维，而这实际上并非理性思考。独自思考时，你往往更为理性。当然，在创意生成阶段，团队合作也能奏效，但我认为创意生成最关键的部分在于自己先产生想法，然后与人们、客户、用户交流，以推动这些想法的进化。而不是与队友讨论团队的想法有多么了不起。

最糟糕的是与那些只会认同你已有想法的人为伍。最佳做法是尽快验证你的想法。即便是向他人寻求建议，某种程度上也是无稽之谈。你不能问"这个想法行得通吗"。你需要通过构建它来向市场提问！在你推出之前，没有人知道答案！

Don't be afraid to share your ideas

The most elementary mistake people still make is not sharing their ideas. No, people won't steal your idea if they like it. And even if they do, they probably can't execute it as well as you. And even if they do, you're not a snowflake! There's thousands or even millions of people with the same ideas as you. Stop thinking you're so special! Ideas are a dime a dozen. Everything is about how you execute.

Idea x Execution = Business

Bad idea	= 0		No execution	= $0
Good idea	= 10		Good execution	= $100,000
Great idea	= 20		Great execution	= $1,000,0000

> "To me, ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions. To make a business, you need to multiply the two. The most brilliant idea, with no execution, is worth $20. The most brilliant idea takes great execution to be worth $20,000,000."

— Derek Sivers in his famous essay "Ideas are just a multiplier of execution" (2005)

You shouldn't be scared of sharing your idea because execution gives the idea its details and specifics. That means 10 people with the same idea will execute it in 10 completely different ways.

能够分享你的想法的好处在于，你将与每个人讨论它们。潜在客户、供应商、合作伙伴，无论谁。每个人都会提供一些意见，你可以选择是否将其作为反馈。不过，市场仍然是最重要的反馈来源。

不分享你的想法是愚蠢的，因为它只会停留在你的脑海中。你肯定无法客观地评判它，因为你有一种叫做"乐观偏见"的东西，即"个人低估自己遭遇不利事件可能性的倾向"，例如，你认为它一定会非常成功。
It doesn't matter if people say "that idea will never work" because they're not the validation. The user paying/using it is the validation, not other people judging your idea! The point of sharing your idea is thus not to get people loving it or hating it. The point is that you get your brain working outside of its comfort zone (of talking to itself) and you'll evolve your idea. You'll come up with adaptations of your idea, or entirely new ideas by talk- ing about it.

Conclusion

To get ideas, try to find problems in your daily life. You're the foremost ex- pert at problems you have, more than anyone else who doesn't have them. If you keep coming up with the same ideas as everyone else: try to make yourself a more original person by actively experiencing different things. Don't shy away from taboos and fringe ideas, that just mean you're ahead of the curve, they might become the next big thing. Don't think big, start thinking small first, then take it one step at a time, you'll become big by starting small. To avoid groupthink and drama: work alone, especially early on. Share your ideas freely to get other people's input on them. Log every idea you have, filter them, and see which ones you can execute upon.

Resources mentioned

- Workflowy
- Trello
- Stripe
- Zapier
- Intercom
- Olark
- Typeform