Ten tips for making ideas happen.

Ideas don’t happen on their own. Scott Belsky, founder of Behance, shares how to turn ideas into reality.

Organize and execute.

1. Communicate your priorities. Rank your projects in order by how much energy they’ll take to execute. Then, communicate to your entire team which projects can fall behind in order to beat more important deadlines. Make sure everyone’s on the same page.

2. Be proactive about the things you care about. Set aside time to work on one or two initiatives that you really care about. Focus a little more on how you organize the ideas you’ve already got, and a little less on the next best project.

3. Make the most out of your meetings. Have a bias towards action. Everything you plan and do should come with actionable items for yourself and your team. Make sure that people always come out of meetings with specific assignments to complete.

4. Find out what’s working, and then do it better. Don’t just fix things when they’re broken. Great creative teams find what’s really working, and then continue to improve it by analyzing current work and asking questions.

Use your resources.

5. Share ideas liberally and own them. Build an environment that encourages sharing ideas liberally. This gives people a chance to get feedback, ask questions and gain supporters. It also creates accountability and helps the ideas stretch and grow into something greater.

6. Benefit from competition. Competition is a critical and positive force that moves us to push something into the world and complete it. If you don’t have any known competition, go out and find it.

7. Fight for good ideas. In order to come up with a solution that works for multiple audiences, find one or two things you want to hold on to, and lead with them. Be willing to fight for the most important things — and to compromise on almost everything else.

Lead with success in mind.

8. Empower your team. Get more engagement and new ideas in meetings by allowing your teams to voice ideas first. And make sure to have a balanced team of dreamers and doers that can work together to do the best work possible.

9. Break bureaucracy by asking questions. Hold people accountable by asking specific, actionable questions about your project. A simple question — like, can we get her to sign off now — can help keep your idea progressing into full execution.

10. Have confidence despite doubt. Society fears change in the status quo, but celebrates when we defy it. Gain confidence from when you or others doubt the possibility of your idea. Nothing extraordinary is ever achieved through ordinary means.

Scott Balsky
Founder of Behance