

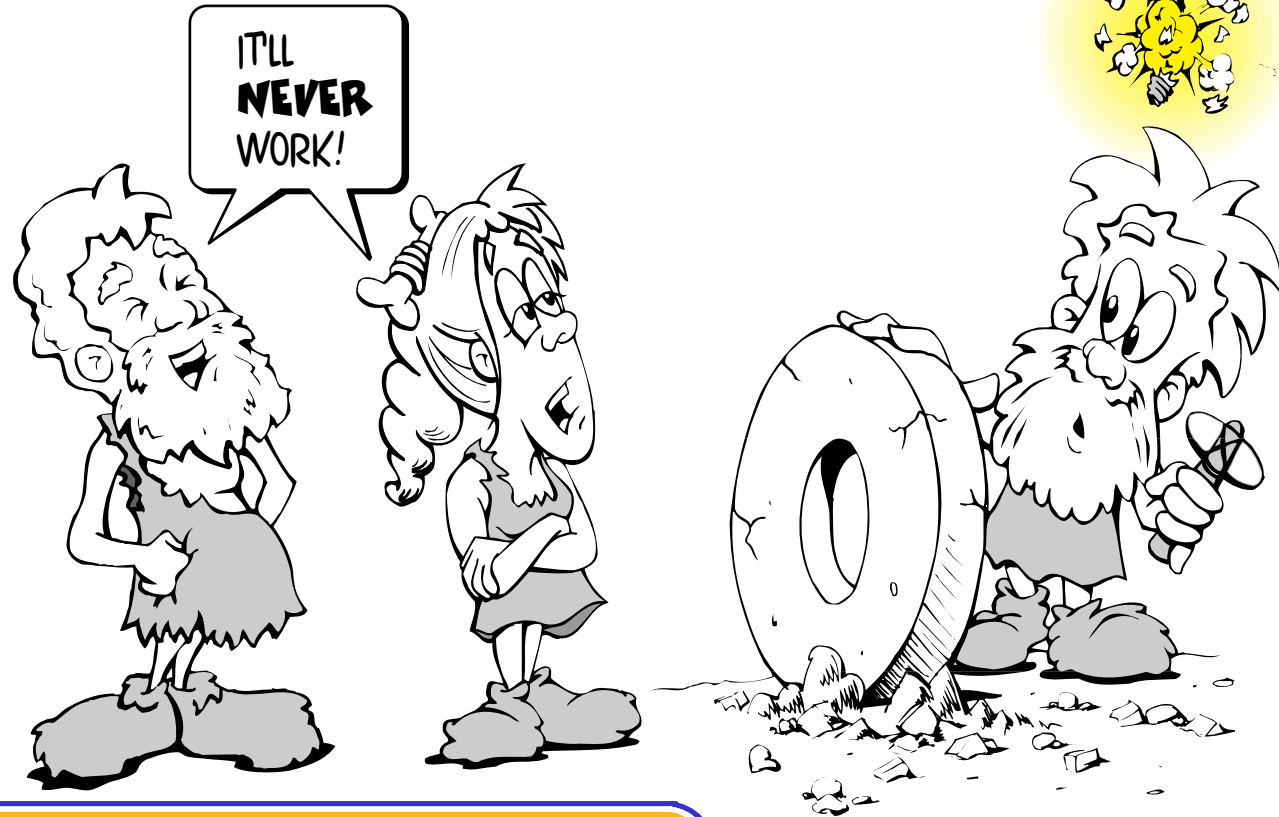
KILLER PHRASES

Top Ten:

1. It'll never work!
2. I don't have time.
3. It's not in the budget.
4. The boss will never go for it.
5. We've always done it this way.
6. That sounds like something my kids would say.
7. Let's get a committee to look into this.
8. The last person who said that isn't here anymore.
9. It's a great idea, but not for us.
10. No!

Kill•er Phrase (kil'ēr fraz)n

1. a knee-jerk response, usually beginning with "Yes, but...", that squelches new ideas; most commonly said by bosses, parents and government officials **2.** a threat to innovation



"Be curious first... critical second."

When you respond to a new idea with a Killer Phrase, you forget to ask what is right about the idea. **Be curious first**, for at least 30 seconds, and see the possibilities. Creative strategies to diffuse the above Killer Phrases are available at www.whatagreatidea.com. You can also download a printable copy of this poster.