

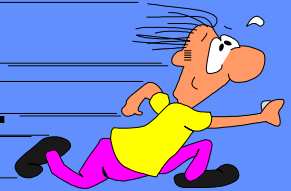
HOW IDEAS MAY BE KILLED

1 – 10

1. **Ignore it.** Dead silence will intimidate all but the most hardened opponents of an idea



2. **See it coming and dodge.** You can recognise the imminent arrival of an idea by a growing unease and anxiety in the would-be originator. Change the subject, or better still, end the meeting.



3. **Scorn it.** The gently lifted eyebrow and softly spoken “You are not really serious are you ?” works wonders. In severe cases make the audible comment , “Utterly impracticable”. Get your thrust home before the idea is fully explained, otherwise it might prove practicable after all.



4. **Laugh it off.** “Ho, ho, ho, that’s a good one Joe. You must have sat up all night thinking that up” . If he has, this makes it even funnier.



5. **Praise it to death.** By the time you have expounded its merits for five minutes everyone else will hate it, and he/she will be wondering what’s wrong with it himself/herself.

