

THE *FORNESS*® MINDSET

GETTING THE MOST FROM EVERY IDEA



When it comes to innovation, pointing out all the things that are wrong about an idea prevents new ideas from being explored or expanded further. The *Forness*® mindset helps you use ideas more as vehicles rather than end destinations.

When you hear an idea, challenge yourself to go first to what you're "for" in an idea, and then afterward, turn your concerns about the idea into what you "wish for."

FOR	WISH FOR
WHAT'S GOOD	I WISH FOR...
WHAT'S USEFUL	HOW MIGHT WE...
WHAT'S VALUABLE	HOW TO...
WHAT HAS POTENTIAL	

BENEFITS OF FORNESS[®] MINDSET



1. Keeps the good alive

2. Pushes toward solutions

3. Creates a safe environment

4. Promotes teamwork/collaboration

5. Saves time



APPLYING THE *FORNESS*[®] MINDSET AT WORK

Using a *Forness*[®] mindset—or a learning mindset approach—might be easier when you’re working with others who have also learned and practiced them. But what about when that’s not the case? Here are some thoughts for how to frame an idea exchange or feedback session using a *Forness*[®] approach.

DIRECTION: On the next page you will find a selection of several questions designed to actively engage your audience/partner and elicit constructive feedback. As in any conversation, some questions will work better than others, so try a few and if one isn’t yielding anything helpful, move on to another. It’s not necessary to ask all the questions in each series—ask as few or as many as you need.

You can frame the feedback session at the start by saying something like:

“It will be enormously helpful to me in implementing your feedback if we can focus first on what’s working vs. what’s not working.”

“To that end, I am going to ask you a series of questions.”

“I really appreciate your willingness to share your opinions and suggestions for improvement.”

FOR



FIRST, LET'S TALK ABOUT WHAT'S WORKING WELL, SO I'M CLEAR ON WHAT YOU FIND POSITIVE:

- What are 3 things you like about this idea/presentation/plan? Are those 3 things equally important?
- What's 1 thing you find particularly valuable?
- What's useful about this idea/presentation/plan?
- As I develop this idea/presentation/plan, what things should be kept "as-is"?
- Can you suggest more compelling language to make something you like even better?
- What could be the potential positive unintended effects of this idea?
- Who else in the organization do you think would support this idea? Why?



WISH FOR



THANK YOU. NOW, LET'S TALK ABOUT HOW I MIGHT IMPROVE THIS IDEA/PRESENTATION/PLAN:

- Do you think I missed something important? If yes, what was it?
- What are 2 things that you think I could build on or make bigger?
- What are 2 things that aren't perfect YET, but you believe have potential?
- Language is so important. Can you suggest specific language to help make something clearer or more compelling?
- What, if anything, should I de-emphasize?
- What wishes or suggestions do you have for this idea/presentation/plan?
- What's 1 thing you'd tell me to be sure to do differently next time? Why?

