

# MICRO-TYCO METHOD

## 1. Discover Your Why?

What is your personal 'WHY?' Understanding this will have a dramatic impact on your well-being and performance. WHY you do something has a fundamental impact on HOW you do it.

## 2. Heal the Pain... or Add Value

How can you use your WHY to solve the problems people face or enrich their lives. The bigger the problem you 'solve' the greater impact you will create and the more 'successful' you will be.

## 3. Leverage Your Resources

What intrinsic/existing skills and abilities do I and my team mates have? What external resources do you have access to? What existing ideas and solutions already exist that inspire you?

## 4. Micro-Innovate (The Micro-Tyco New Idea Generator)

There is no such things as an original idea. Take an existing idea that that already works well elsewhere and Micro-Innovate it using the Micro-Tyco New Idea Generator to create your own 'new' idea.

## 5. Practice Positive Pessimism

Intentionally try and 'break' your idea. Imagine everything that could go wrong. If you practise overcoming potential problems in advance it will help you improve your idea before you even start. It also hurts a lot less!

## 6. Create a Cognitive Map

The more 'real' you can make your idea feel, the more it will motivate you to take action and others to get involved.

## 7. Practice (NOT Perfect) Your Pitch

All the resources in the world are either owned or controlled by another person. You owe it yourself and your idea to get good at asking for them. Don't wait to be 'perfect' just focus on being effective.

## 8. Harness Your Social Capital

Your social connections are one of the greatest resources you have. Who do you know and who do they know and how can you inspire them to get involved and help you? Here's a clue...do they share your WHY?

## 9. Borrow Credibility

What prestigious organisation or senior leader can you enlist to endorse and champion your idea? They can inspire confidence, provide access to resources and open doors. Who would you love to have in your corner?

## 10. Execution as a USP

The teams that excel in Micro-Tyco always plan in advance. They allocate responsibility and understand timescales. Success in Micro-Tyco is not determined by 'how good' your idea is but rather how practical it is to execute. Remember- Entrepreneurial thinkers are not risk takers, they are 'De-Riskers.'

## 11. Pivot or Persevere but Never Give Up

Micro-Tyco demonstrates that by pushing through your perceived limits you can discover the 'inner resources' and talents you never knew you had. Even the best ideas can face setbacks and rejection. Success often lies on the other side of discomfort. However, you must be sensitive to market feedback and respond when necessary by rapidly refining, evolving or Pivoting your initial idea. Remember, there are many routes to fulfilling your 'WHY'.