Perseverance

The Next Great Idea Is Just Around the Corner

Inspiration doesn’t strike, it’s achieved. While there may be that flash of genius or breakthrough moment, it’s essentially preceded by a lot of persistence. And those who succeed in the end have the ability to think on their feet—before, during, and after problems arise. It’s a process of work and play—of achieving that breakthrough through the good, bad, and ugly. This is why you have to push yourself for the good, to let your mind wander. It’s called brainstorming, and it’s the process by which breakthroughs happen.

"People just give up too easily," says Loer Norris, an associate professor of management and organizations who co-authored the study. "They’re robbing themselves of their own creativity by giving up too soon."

Instead, follow these suggestions to make sure you don’t fall before your best work comes to light.

Shut down the negativity

One of the biggest hurdles people face when creating is promoting the idea of success. It’s often perceived as way out of reach when you don’t know if it’ll pay off. To keep the negativity out of your mind, you need to focus on the positive aspects of your ideas. When you focus on the negative, you’re more likely to give up after spending time on a project, but it’s still far better and more creative. So, you need to learn to set your ideas and trust that the more time you spend on them, the better they’ll get.

Stay focused

Worry is an ally of fear and anxiety, which can kill distractions you need to cut them out and feel alive on your creative team. To help you stay focused, you need to focus in on the goal of the project and let go of any distractions. It’s important to concentrate on the positive aspects of your ideas and work towards those.

Ask for help

Encouragement is important, and so is not feeling like you’re working in solitude. It’s important to establish your own support network. Include people who can advise you on how to look at your work and even the etiquette of encouragement. When you need it, and why you need it, it’s important to find the right people to talk to. The key is to talk to the right people and to work with them.

But if it’s a little inspiration you need, check out gettyimages.com/creative for images and tools to take you from idea to execution.