



## **Harnessing Imagination: During Executive Order Lockdown**

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The COVID-19 pandemic is another dark time in US history. In fact, the global economy has suffered a widespread downturn showing signs of dwindling businesses, furloughs, layoffs, and even salary cuts where applicable. The latest trend shows how reducing pay scale, at management level and or top-tier staff, will act as a cushion to thwart layoffs. The virus's impact on business worldwide, from what we can tell for now, is only the tip of the iceberg. Banks are offering debt relief to borrowers that show proof that the coronavirus crisis has had an impact on their finances. In addition, lenders offer deferment options, waive late fees, and financial assistance.

Predictions for recovery is premature withstanding the test of time to assess the complete COVID-19 impact. Does this crisis have to be a doom's day event without hope?

On a global scale, humanity as a whole faces emotional uncertainty which follows a state of vulnerability rendering those that lost their jobs and are unable to make ends meet. This leaves people feeling powerless and stricken with anxiety and fear of what is yet to come during this pandemic.

**Is there a solution?** Reinventing ideas with visionary aspiration is a start to making your thoughts a reality.

Did you ever want to do something, but were afraid to do so as major risks are significant, especially when forming a new business venture that seems to loom only in the distant future.

Or, what about an idea you had to create a new invention and didn't know how to begin the patent process or recruit investors to jumpstart your design, making it tangible.

Whatever you aspire to do in life, make sure you start by solidifying the steps to make your goals

materialize.

**Mobilizing Control:**

1. First and foremost, write down your thought process no matter how minute it may seem;
2. Find your passion and locate resources;
3. Read, read, read about the subject matter;
4. Open your mind to other possibilities by sharing your concept in a social setting or to a friend;
5. Create brainstorming sessions with likeminded peers for breakthrough results;
6. Much like a journalist, ask the five basic questions of Who, What, When, Where, and Why about the plan;
7. Developing your project provides self gratification in seeing the possibility of your objective grow;
8. Have a solid knowledge base to grow your skill set, study to afford a better understanding;
9. Begin the process of taking the steps to making your dream come true;

**Resources:**

- **Steven Johnson: Where good ideas come from | TED Talk**
- Where Good Ideas Come From: The Natural History of Innovation Reprint Edition by **Steven Johnson**
- <https://www.challenge.gov/> - U.S> **Government challenge site**
- <https://www.braincet.com/blog/innovation-management-resources/>