

# Hello

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White October • UX Oxford • Digital Oxford

# What I do

- Working
  - White October
- Organising
  - UX Oxford
  - The Product Owner
  - Digital Oxford
- Side-projects
- Public speaking
- My blog
- Attending hack days, conferences
- Reading books
- Hobbies
  - Piano lessons
  - French lessons
  - Running
  - Travelling
- My wedding o\_O

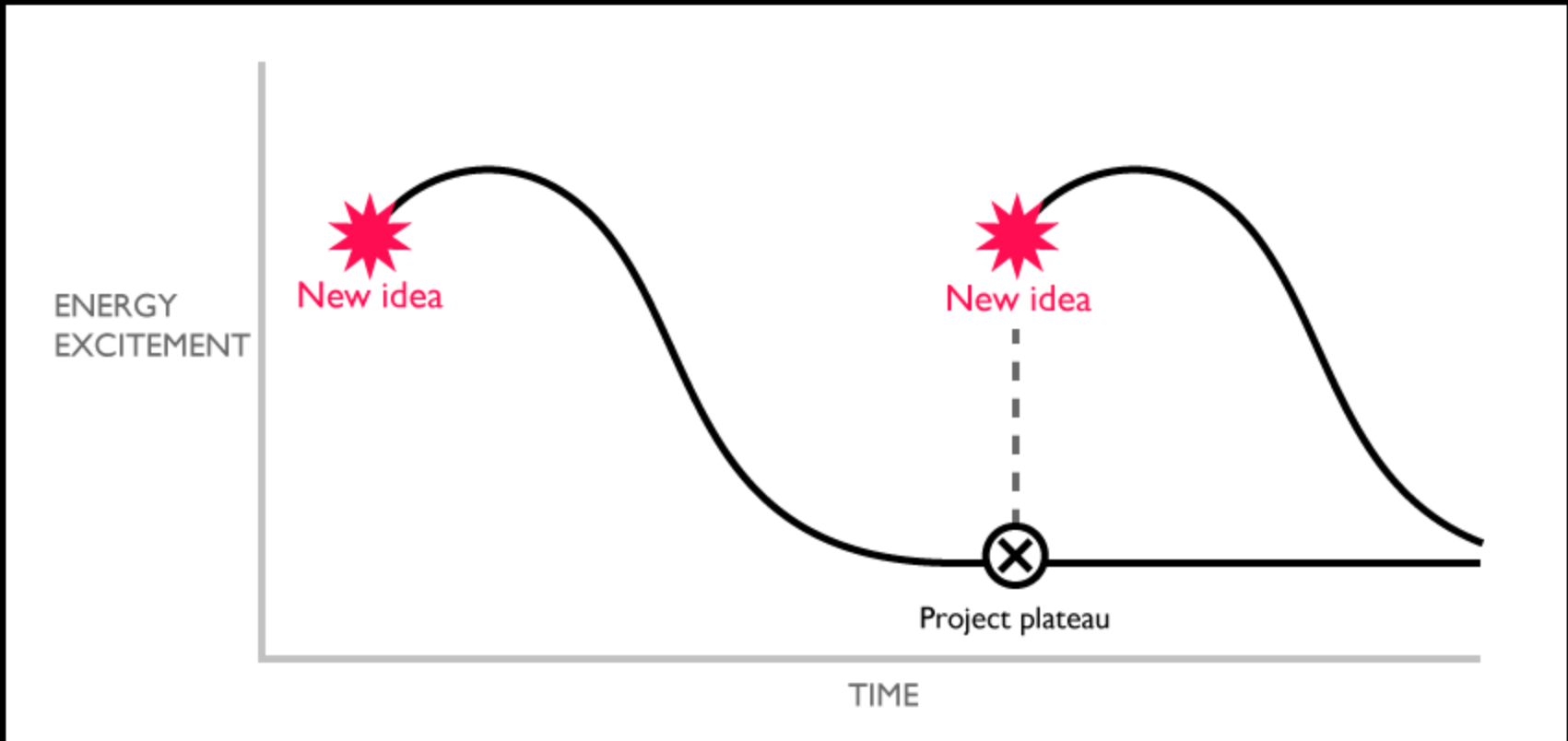
# This talk

- Why ideas don't get finished
- Making your ideas happen
- How I approach my projects

# Why ideas don't get finished

1. Too hard to do
2. Lose interest
3. No time!
4. Perfectionism

## The idea-to-idea syndrome



(From "Making ideas happen" by Scott Branson)

Making your idea happen

# 1 Prioritize

# 1 Prioritize

## Projects

Kid's birthday party

Holiday trip

Side-project

Book 1

Walking the dog

Housework

## Action steps

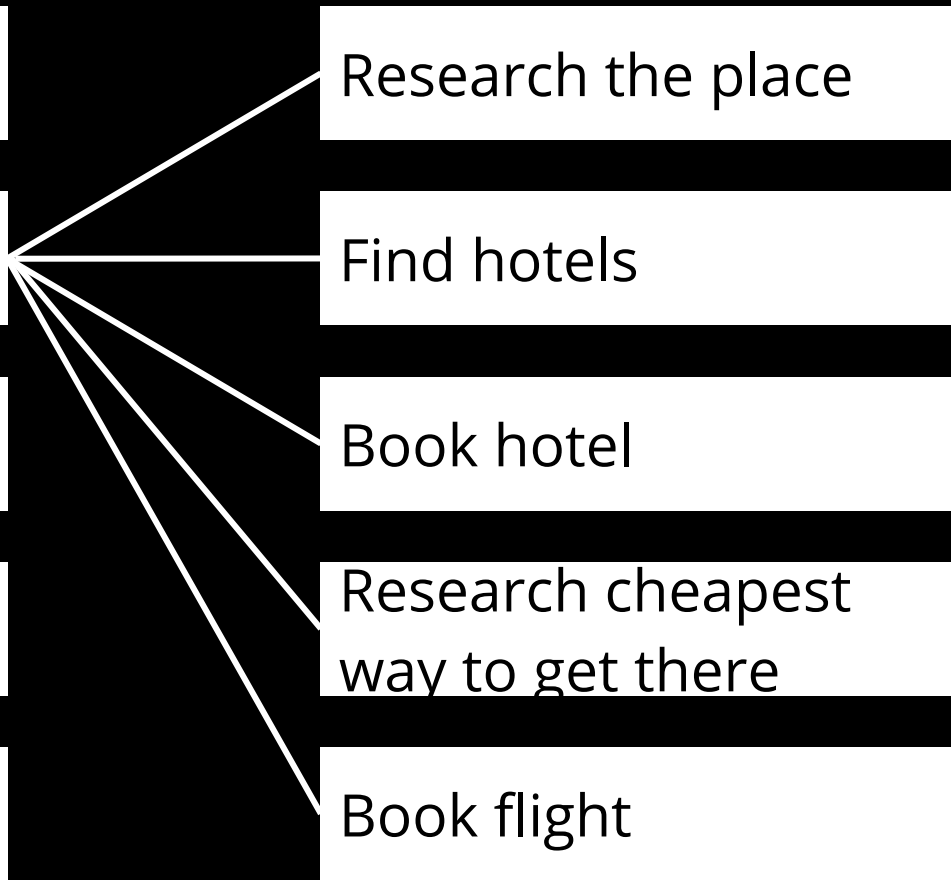
Research the place

Find hotels

Book hotel

Research cheapest way to get there

Book flight



“ My days are a very specific kind of balancing act between **things that move me** and things that people are screaming for.. ”

- Neil Gaiman



## 1 Prioritize

# What is essential to you?

1. Personal values
2. Your goals
3. What you love

# 1 Prioritize

- What has the biggest impact?
- Needs vs wants
- What projects will make a difference
  - in your life?
  - in your career?
  - to others around you?

# 1 Prioritize

- Do the most important things first
- Focus
  - Single-tasking
  - Avoid reactionary workflow
  - Avoid procrastinating

Making your idea happen

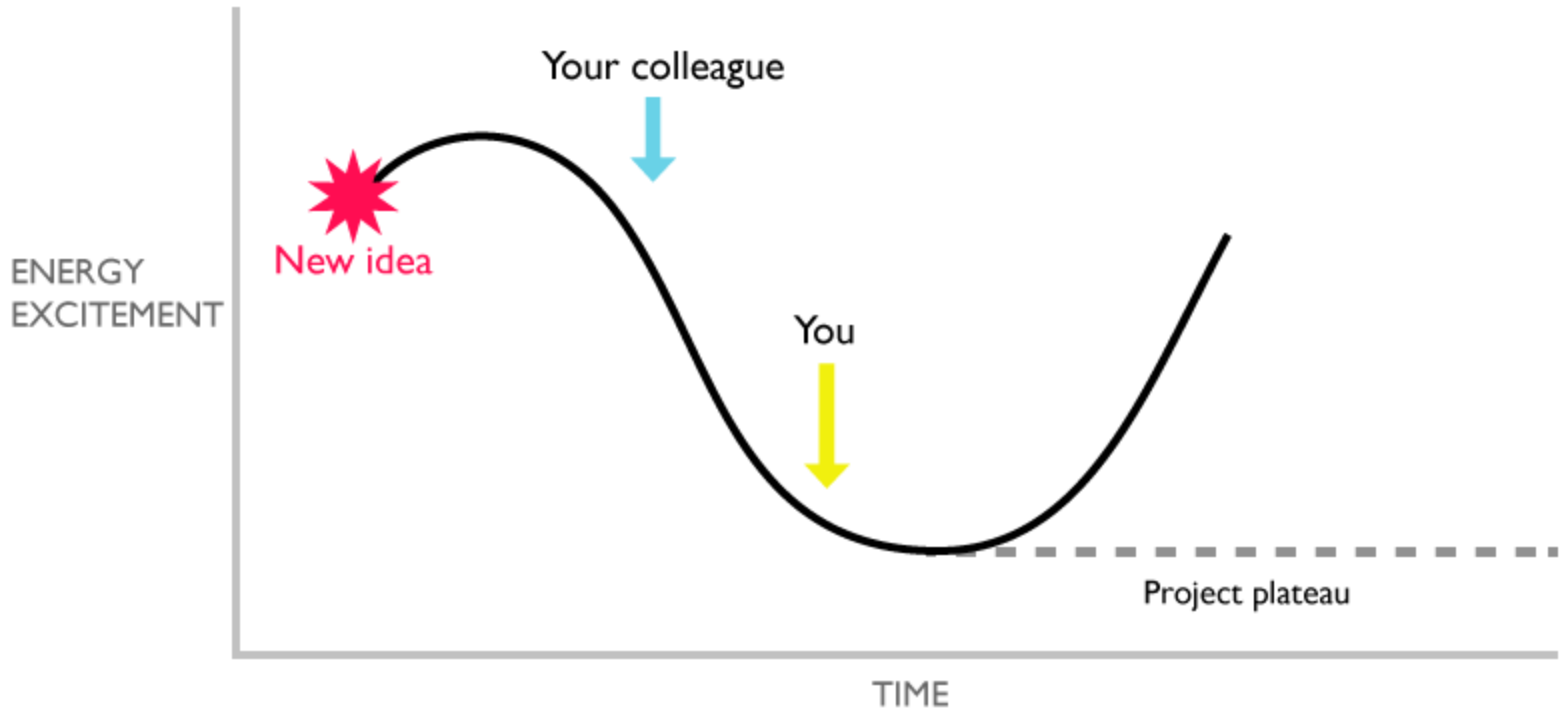
1 Prioritize

2 Share

## 2 Share

- People with the right energy
- Co-creation
- Share unfinished work
- When?

## 2 Share



Making your idea happen

1 Prioritize

2 Share

3 Ship it!





“ A good plan executed now,  
is better than a perfect plan  
next week. ”

- General Patton

## 3 Ship it

- It will never be perfect
- Ship it, iterate, refine it (Lean Startup)
- Working with the minimal necessary (MVP)

Making your idea happen

How I approach  
my projects

# How I approach my projects

With a new project idea:

- Google doc
- Share it
- Actions list
- Add to calendar

## How I approach my projects

### Blog posts:

- Draft
- Correct
- Ask someone to read it
- Publish it!
- Share on Twitter when happy

“The difference in winning & losing  
is most often, not quitting.”

- Walt Disney

Making your idea happen

1 Prioritize

2 Share

3 Ship it!

Remember:

Drink water



# Thanks!

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