Do the best thing in your life:

Make your idea come true!



TiPovej! playbook

## Rather than a guide, this booklet strives to inspire and get your imagination going.

The desire to go all the way is your best friend in every course you take. And it is similar with ideas. It does not matter what you want to achieve – get a girl, set up a company, fix your teeth, make a robot or win in a beauty contest – the majority of things are up to you.

Developing an idea plays a decisive role in that. The more you know what you want, the more you know what counts. The more you know what counts, the less vunerable you are to distractions.

This playbook is obviously not meant to make things happen instead of you. But the hints collected within allow you to spot all the important details. It is O.K if your handwriting is beautiful, it is O.K if your drawing is poor. There are no rules, no wrong ideas, so fill out these pages as you see fit. Do not waste your time thinking about results. Merely sitting down honestly and thinking things through bravely will do you a world of good.

And go all the way if you only can.



## Take a risk

That idea you are playing with could be the first step in making your dreams come true. The next step is to stop thinking and start moving. Developing an idea means overcoming the obstacles and following things through. But you have to start with yourself and discover which muscles you have and have not. "I was mainly bothered for a while that I failed to complete my studies as my goal from the start was a successful academic career. I kept telling myself, "I have to be successful at university," but 'have to' is not the same as 'want to'. It wasn't sincere. I didn't know what I really wanted. I took all exams. I got the best marks. I had to have them. But on the other hand I was co-creating the Colap\$ Magazine and thinking about entrepreneurship. I was in conflict with myself. I knew that I would miss the right moment of self-fulfilment unless I wholly applied myself to one goal. I made up my mind. I suddenly didn't need formal education anymore and I got rid of the pressures from the environment that only acknowledges the formal career path. I felt in command and independent, I had the knowledge and the skills that I was aware of. Studies became just another obstacle on my path to self-fulfilment. I dropped out of the uni. I co-founded Parsek, an internet company that currently employs over 60 experts and is present in five countries. I maintained contact with my professors, I am invited to lectures where I tell the students exactly that - that freedom is the most important thing.

CEO on choosing the right direction.



#### What matters most in my life?

Think of the things that inspire you: bucket-loads of money, clean conscience, peace on Earth, happiness of those you hold dear, chocolate in the fridge, safety, health or maybe pure logic.



#### Which were my best moments?

When were you really on the top? Maybe after realising that...? Or, after you experienced...? Perhaps, after you finally...?



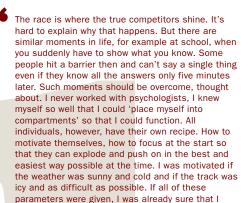
#### Which were my biggest defeats?

When were you really feeling down and out? It was horrible when...? It was extremely difficult...? I was thrown out of gear...?



#### What lessons have I learnt?

What did life teach you? That you should never trust shoe sales personnel? That it is all just a big game? That it pays to implement your idea?

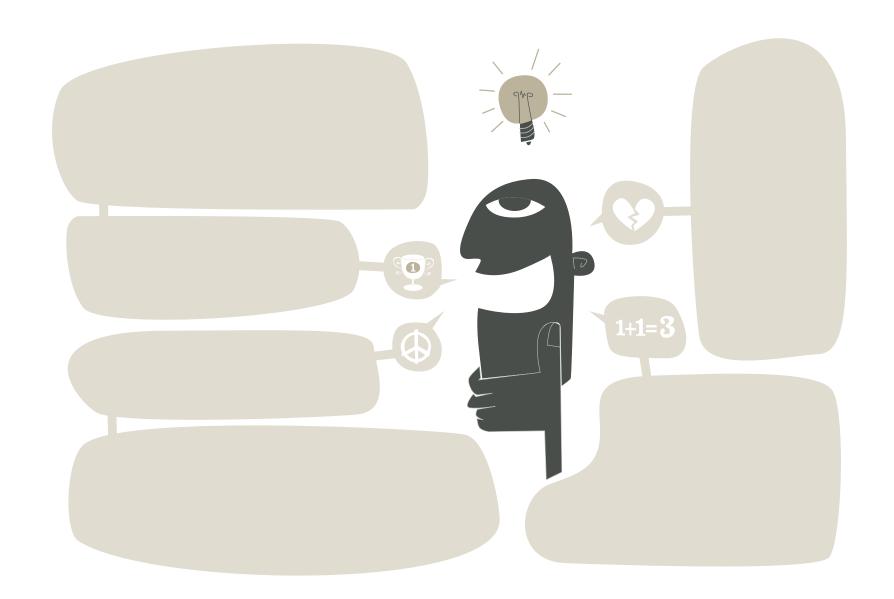


#### Skiing ace on how to find oneself.

would have a good day.

Also think whether you have the requirements and the willpower to focus solely on the selected process in the time period that you allotted to complete it. If every disturbance can tear you away from your work, your project might be in serious danger, even if the 'disturbance' is actually an idea that is better than the original one. We all know people who are a well of ideas and ways to solve problems in theory, however barely complete anything. Such people benefit from help from their environment. After all, many people do not sparkle with their own ideas, but are capable and ready to 'serve' the visionaries in implementing theirs. From the viewpoint of the society as a whole, their role is at least as important as that of the visionaries even if that can't always be seen from the outside - after all it is only the show horses that bask in the limelight after a successful project, while the work horses often remain in the background. Sometimes it is better to think ahead whether you feel better if you are parading in front of the cameras or are simply satisfied with a job well done. Those who opt for the latter sometimes have an easier, but certainly a more peaceful life.

Analyst on getting to know oneself (and Murphy's Laws).



## Two: INCOM what you want

Before you catapult yourself to Mars, it is good to know whether that is actually a good idea. Understand the essence of your idea. Grab it with your hands and give it a merciless examination. Is it an idea or just a thought, remark or wish? Is it tangible, understandable or merely fun? And why on Earth do you even want to do it?

- Ask yourself what is really important in your life, for example, what would you like to be in 50 years. Will the idea in your head help you in completing your goal? We can hit numerous barriers: An idea can't be implemented straight away; we are short on the required resources (either personal or environmental); maybe our environment puts too many obstacles in front of us; we may give up on the system (like a school or a school subject), because we don't see it connecting meaningfully with our ideas, wishes, goals... if you can see far enough and believe in the picture you see in the future, you will have enough energy to overcome all the obstacles.

  Entrepreneur on how to look into the future.
- Money is merely the means to make visions come true. If there is no passion, no commitment, it is very easy to separate those with commitment from those who are only in it for the money.

  CEO on what really counts.



#### What do I want to achieve?

Describe the change that you want to achieve - be successful in a certain field, organise a music festival, publish a newspaper, write an internet book, sell unique T-shirts. List the cents, grams, percentages, millimetres or years to paint a complete picture of your goal.



#### Which problems do I intend to solve?

Which problems of which group will your idea address? Will it meet the need for fresh bread by young bird watchers, will it help you fulfil your childhood dream, will it help people with coronary disease?



#### How do I see success?

Describe a situation that will mean that you made it. What will your life or your place of work look like, how will your project be seen by others?

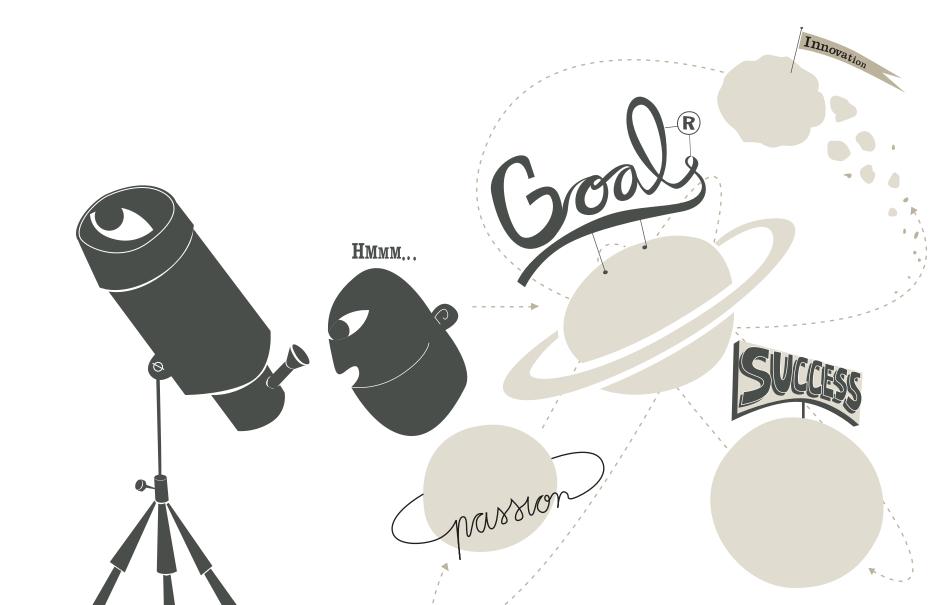


#### Why am I doing it?

List the things that drive you. Are you doing it for yourself, for the love of taking the plunge, because of expectations from others, to improve the quality of your life, to like yourself more?



**Every good sports coach and manager knows that** people advance the fastest when the load is slightly higher than what we perceive as normal. Athletes say that a training session really works only when it starts to hurt a little. So spread the wings of thought, dream freely without limitations and place that tangible goal a step or two above the level that we believe reachable in normal circumstances. A potential failure will be easier to manage and will hurt less, but the pleasure over the achieved goal will be more frequent. This will allow us to set the goals slightly higher again in the future and gradually reach the level that we would have surely missed with our first attempt and would maybe even unnecessarily give up on it for good. Rome wasn't built in a day, as the old saying goes. Life is never a straight line, so always be ready to carry out corrections, to intermittently speed up or slow down. As I am writing this I am also thinking of a young colleague who I taught in the first year of college. I noticed even then that by selecting slightly less demanding studies he greatly underestimated his abilities. Later on the necessary corrections cost him more time that he would have otherwise used in a completely smooth transition through the educational process. He nevertheless managed to gather enough energy to pass the required bridge exams to finish a university programme, upgraded it with a masters degree and is writing a PhD at the moment. While he has likely already exceeded his original aim by now, it is also true that those who set more ambitious goals in the beginning should not have any real problems in adjusting. Analyst on setting goals.



## Investigate the options

There are various ways to reach a goal and none are without faults. Take your time and investigate all of them. Do your best and detail as many paths as possible. Even the impossible ones. Play them in your head and assess them on the basis of your situation. Give them a glance in accordance with the goals that you want to carry out.

**66** Me and a group of enthusiasts were setting up the City of women festival. Creating a new festival is by no means an easy task. You have to generate enthusiasm in a large public sphere, especially among politicians. The majority of the people found the idea of a festival with only female performers odd at the beginning, some thought it slightly eccentric and there were also women as well as men who responded to any whiff of feminism with hatred. That's when I made a huge tactical blunder. I spent a lot of energy to generate enthusiasm among people who were against the idea from the get-go. But I was told in Salzburg that when you embark on a project, for example, when setting up a festival, you should make a list of people on which the project depends on. In my case I was mainly dealing with politicians (both on local and state levels), various intellectuals, theoreticians and artists. Then you divide them into three groups. The first includes those for whom we are sure they will support our goal. The second contains people that we believe are neither for nor against it, that they are sitting on the hedge and do not exactly know what to make of the idea. And the third comprises people who are completely against it from the very start and for whom we are sure they won't change their minds. We then regularly issue project updates to the first group and make sure that we keep them on our side in the future as well. The biggest effort is required for the second group, for those who have not chosen their side vet. We try to use suitable methods to bring them to our side. And as for the third group, namely those who oppose the project from the get-go and with whom I wasted so much time and effort when setting up my festival, well, iust leave them alone. If a group of people has ideological or any other reasons to be against our project, then there is no point in trying to convince them, because the possibilities for success are minimal. We should only deal with our opponents in extreme cases, namely when they cause us great damage and threaten the implementation of our goals and dreams. Then, of course, we have to stand fast in defence of our project.

Festival selector on starting a new project.



#### Which paths lead to my goal?

Describe the various ways to reach your goal with the key stations. You can arrive quickly by using more expensive steps, you can very easily arrive more slowly, you can encounter great risks if you take an unknown path.

#### Which path is the easiest?

Which path do you believe to be the shortest, cheapest or fastest? Mark it with a dot, asterisk or, for example, highlight it with a yellowish-green colour.

#### Which path do I like the most?

Which option attracts you the most, warms your heart the most? Which one would present the biggest challenge? Mark it.

#### Which path best reflects my abilities?

Think of your abilities, know-how and skills. Which path is made for you? Mark it.

#### Which path do you dislike the most?

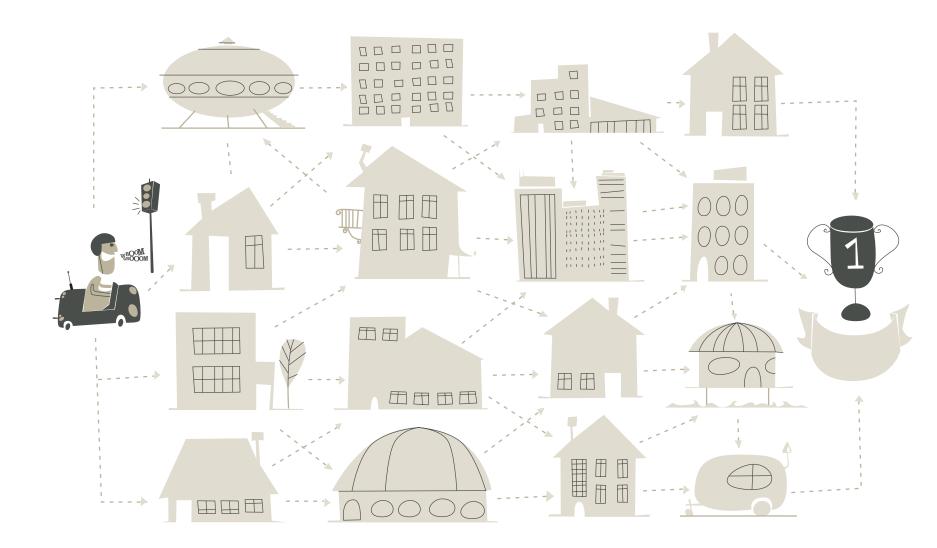
What do you not like doing in life, the presence of whom makes you uncomfortable, which tasks do you see as superfluous? Mark it.

66 I know too many adults who subjugated their sense to reason, who don't know how to listen to themselves. don't feel their heart or body, even if the body warns them through various diseases that they are out of tune. I was the same, but now I am again learning something I already knew in my youth. Maybe the problem lies in our inability to find the balance between the heart and the mind, or that we use the mind where the heart would be more effective. Don't let yourself be fooled. Listen to your inner voice, your sense - and don't mistake the latter for emotions. Develop your mind, but don't forget about your intuition. The censors in the head often prevent the birth of a brilliant idea or making the right decision. Try to catch the thought that first comes to your mind. If the accompanying feeling is good, hold to it and believe in it even if your reason and sometimes those who surround you tell you otherwise.

#### Entrepreneur on the heart and mind.

The young like to complain that the "old", whomever that refers to (when I was in secondary school, I thought everybody over 30 was old), present the biggest obstacle to implementing their ideas. But it would be preposterous to say that the generation gap does not exist - years also bring with them a different worldview. It is therefore not surprising that the older are slower, more careful and more hesitant in adopting various ideas by the young than the young want them to be. In order to reach the breakthrough, the idea has to be suitably analysed and presented. In such a case all the reservations drop as reason ages much more slowly than prejudices! The only thing that would be crazier than denying the existence of the generation gap would be the failure to cross it and use the advantages of linking the different thinking. The famous French saying "If the young only knew: if the old only could" can then be thrown into the garbage. Together we know and can. But only if we want to.

Analyst on breaking through.



# Know the playing field

Every endeavour is huge before it is cut into more handy pieces. Start dissecting your path. Observe it. Errors on paper are cheap, so travel without applying brakes. Count the stations, steps or islands that you have to reach. Be aware of the sharks, notice the good fairies. What can you learn from the experts? The library? The internet?

6 I usually never watched the guys who went on the track ahead of me. I observed the competitor who started just before me, then jumped into the starting booth and looked at him manage the few gates that were visible. I would've loved the most if I could always open the race. Then I'd never feel any burden. I always studied the track in detail, I plotted the traps, the line to take in my head. It is selfevident that you have to know the course completely. At the beginning of my career, when I started with a higher number and when the track was guite battered already, the team had people alongside it that told us where it was in a critical condition. Well, in such cases thoughts begin to wander - were you told correctly, where the hole was? You are already worried, you are waiting, are on the defensive and can't give it your best as a competitor. Those were the disquieting factors. Skiing ace on how to get to know the track.



#### Which milestones does my path have?

Choose a single path and traverse it in your head. Divide your big task into chunks – put the tasks that you have to fulfil in stages. For example, in order to be featured on the MTV you must first have a group, write songs, practise them, record them, compile an album and shoot a soappy video.



#### What is the price of individual stages?

Think about the work that each stage requires. How much do you have to acomplish by when?



#### What are the puddles that await me?

List the things that can derail you. Add a proposal on how to avoid them – for example, regularly check on your fuel level so that you do not run out of it.



#### Can I count on the stars?

Which winds are blowing your way? An increasing number of customers want green pyjamas, the consumption of homemade products is growing, the EU allows you to make a breakthrough abroad, computers will get cheaper.

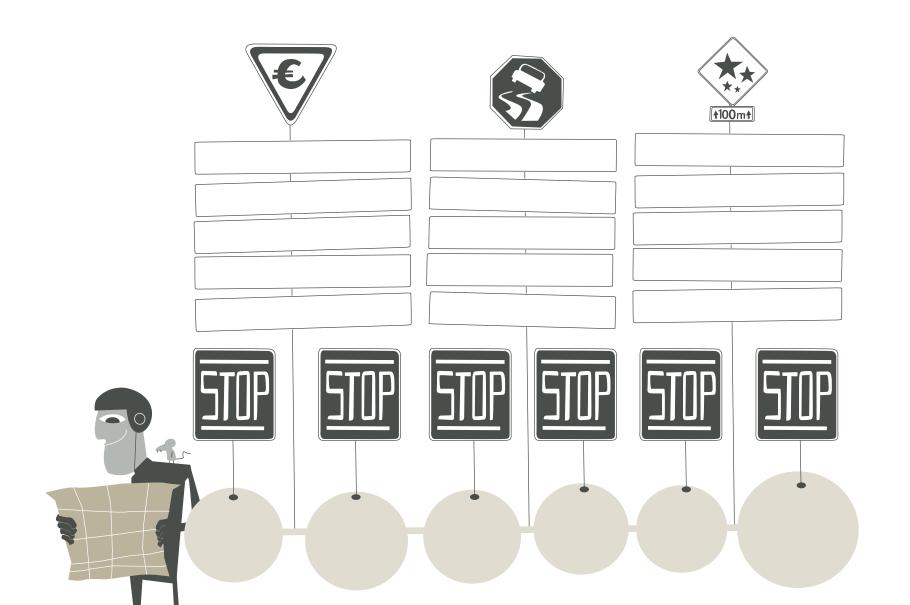


Ever since I opened my store in London, I have more contact with the direct buyers - those who wear my jewellery. In order to open my shop I firstly had to discover the difference between what is bought by traders who purchase for other shops and individual end consumers. Of course, numerous items that would not be bought by the traders would be purchased by the individuals in the store. But the collection must be complex. My collections include pieces that don't sell too well, but are important because they explain the whole or are the most photogenic and thus important for promotional photos in fashion magazines. They are inspirational! I've also discovered that there do exist customers who would buy these extraordinary items, even if they are few and far between. I also started designing male jewellery. Before embarking on that route, I held many talks with my male friends to determine what they would wear and what they like. Discussion with the buyers is important also for learning how they wear the jewellery, whether they have problems in putting it on, what they like and dislike. Jewellery is very personal and must have a purpose! It's great to introduce novelties, but you must always keep something that is typically yours, something that is recognisable.

#### Jewellery designer on how to know.



We often want to arrive to our destination quickly in the fast world of today. Sometimes that is impossible and we have to persevere. We often encounter obstacles that we can't overcome alone at that moment in time. Don't give up. Once vou've made vour decision, stick by it. You've made it yourself, you believe in the idea, goal and yourself and therefore accept responsibility for all the consequences. Don't lose your bearings at the sight of the first thunder cloud. Every path results in numerous new issues. numerous 'ifs'. They scare us and we begin to doubt but they are all a part of learning, positive learning that makes reaching the goal that much sweeter. It is worthwhile to plod on and often also wait for the right moment or time. It may happen that we will get acknowledged well past the prime of our youth. However, it also happens more often than you'd think that individuals become bitter with age for not having listened to their hearts and persisted in their youth. Entrepreneur on obstacles.



# Count your troops

It is the small things that save your effort. Begin counting the things, beings and concepts that support your mission. Money is important, but friends of your idea are more important still. Think who or what you need by your side. Decide what you can do yourself and what is better to be left for others.

Basketball mainly taught me that there are times in life when you can't easily achieve something on your own. Only a coordinated and honest effort by five players, intelligent and passionate play results in a scored basket. Therefore it is important to be able to fire up enthusiasm for our goals in our colleagues as well. Teamwork appears in many areas, but there are not many people who are truly good at it. We often meet players who do their magic solo and the game is lost.

Festival selector on teams.

Moral support comes from the nearest and dearest and the people who like my work and give me an honest feedback. Also important is the support from my designer colleagues with whom we exchange information and also tell each other who hadn't paid. etc. We compete and at the same time create work for all of us. We also serve as a yardstick to one another, allowing us to drop pieces from our collections. Also important are institutions that provide various information, including on the buyers, agents, seminars, courses. I needed several years to find out where to look for information, how to access it, how to gain the knowledge about the market. And, finally, good customers have given me good and interesting tasks. My individual projects, not the jewellery that is meant for stores, comprise the largest chunk of my company's business. Manufacture and sales are managed by my colleagues, but I design everything by myself as well as manage my own projects.

Jewellery designer on friends.



#### Who are friends?

Think of all who could help you reach the goal – potential partners, sponsors, investors or merely sympathisers. Who has to know about what you are doing? What can you do by yourself and what can you leave to others.



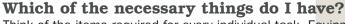
#### My abilities?

Which of your habits will help you, which will hinder you. What can you honestly say that you master, what makes you blush with embarrassment? Which habits will throw spanners in the works, which will be useful?



#### How can I prepare myself?

Which bad habits must I remove before I get going? Which of them must I shed to avoid the obstacles? What must I fix in order to benefit from the stars?



Think of the items required for every individual task. Equipment: What do I need, how much do I have, where can I get the rest? Money? Skills? Know-how? Materials? Information?



You can either feel or not feel the team. And if you feel it, you don't doubt its decisions. But it is necessary to discuss and consider all the opinions and use arguments to either accept or reject them. A team has joint ambitions. And because every individual freely chooses to be

part of a team, it is logical to expect a collision between personal and team ambitions. We are

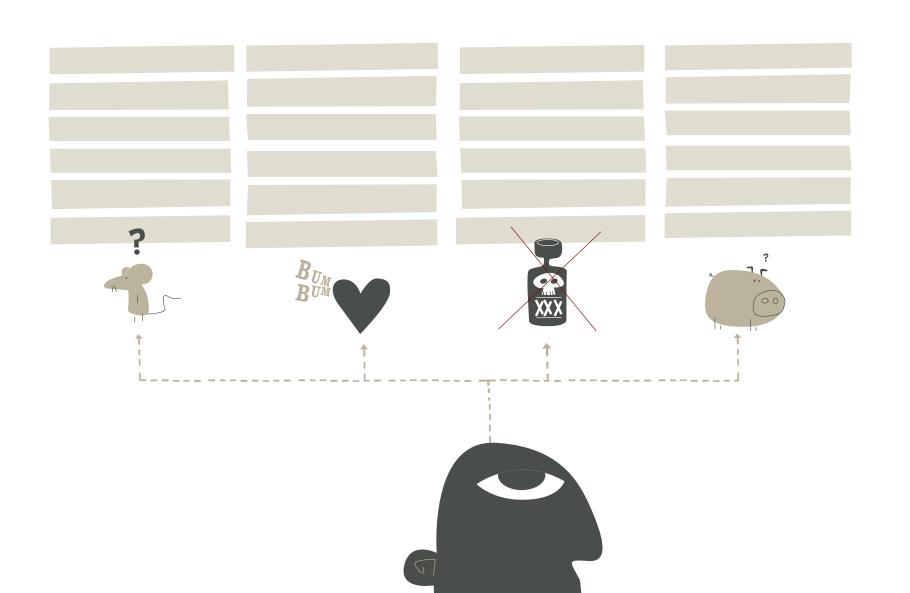
problems is part of our band. Usually, you find someone in the band that you trust more easily, believe his or her advice - there is always a way, even if the situation looks hopeless. And exactly because we are linked on a personal and not

also very good friends and solving personal

We almost can't be apart and we can't imagine to be separated from our friends for a month.

Rock band on how to work in a team.

just a musical level we make such good friends.



## Create your own destiny

What can go wrong if you have a good idea? Go all the way and dare to finish what you have started. There will be numerous temptations, you will suffer several blows, but carrying the plan through will be a unique joy. Solve the problems, use the opportunities. When you get confused, make a correction. When you fall down, stand up. 66 It's necessary to let things take their course. There's no point in trying to force something. After all, there are six of us in the band and surely we can find a solution together. Moreover, we are a band that works great under pressure - it additionally stimulates our creativity.

Rock band on how to overcome a crisis.

- I am happy for all the bad things that have happened to me, as they become my intangible capital. The more problems I solve, the more I gain. A problem is actually a challenge, the same as in chess, where the game starts developing only after encountering one. Every mistake you make gives you a brick to stand on. It presents an excellent opportunity to do something change yourself and reach a higher level. I work for the problems that I have to solve. When we encounter a contentious situation in a company, we feel happy. We tell ourselves to do it and use all our abilities to find the best solution! We never forget that it is all just a game. And if we should falter at the end, we will gladly begin playing again!

  CEO on playing.
- It is obvious that things can't only go up in sports. Failures present part of the learning that only helps you in the long run. Nobody rises all the time! I was lucky to have constantly been surrounded by people who were not psychologists, but hands-on individuals with experiences that staked everything on work. I trained a lot and had no problems with that. My imperative was to work a lot, to repeat things many times to create an automatic mechanism that is to a certain degree present in sports. My success formula was work and self-discipline.

Skiing ace on whether it pays to be diligent.



#### I take care of friends.

Maintain a list of people who are important to you. Everything will be easier if you can count on people who support you. If implementing your idea requires helpers, find those that suit you best. If you can implement the idea by yourself, take care to enlist the support of your nearest and dearest. It is beneficial if everyone involved understands the idea, goals and the implementation plan. Only individuals who understand the plan will know how to help you.



#### I communicate.

Create records on what you have to communicate to different people. Be attentive to others. Getting and spreading vital information is your task, as is meeting and enlisting various people. Set down the goals that you want to reach before every discussion.



#### I measure progress.

Set milestones. Regularly monitor what is happening to your idea and how you are progressing in meeting the goals. Look at the blueprint every now and then. Your overview will be made easier if you set clear criteria or standards for a job well done.



#### I understand deviations.

Write down the lessons learnt. The point of planning is not to set the future in stone and we cannot completely and utterly stick to the plan. Talk with your friends or experts about things that you do not understand, you fear or are driving you mad.



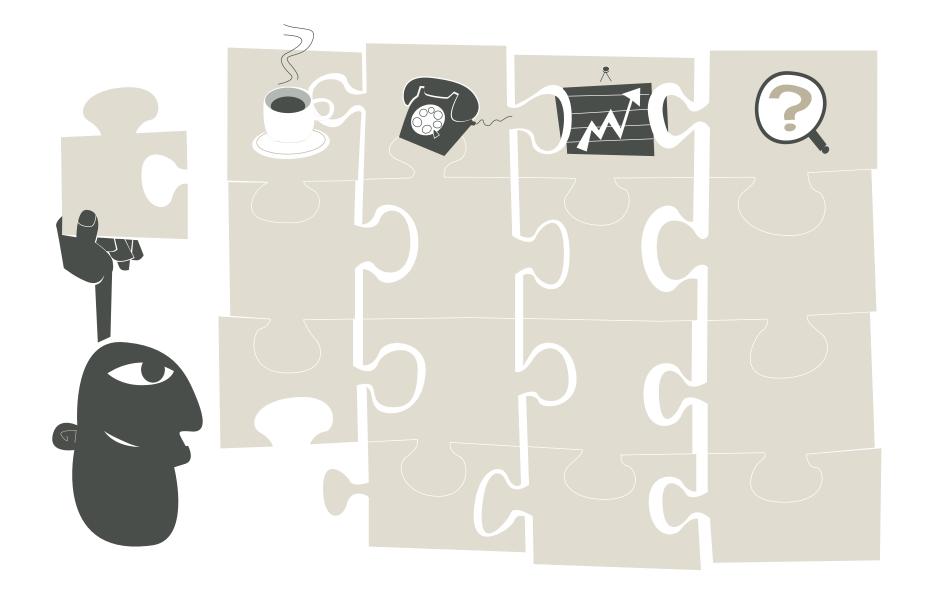
During my three years of studies in Salzburg, my professors and mentors taught me numerous beneficial things about life and business. When we are working on a project that includes a group, we never use the first person singular but rather discuss our joint project, successes and problems. After we reach the goal, it is preferred not to gloat and bloat, but to remember all who helped us reach it and also use an appropriate opportunity to publicly thank them

#### Festival selector on support by the environment.

After you finish school, you're on your own. You fall into a hole, reach a crisis because you don't know where to turn to and how to start putting what you have learnt into practice. Starting a career was made even more difficult for me as I was a foreigner in

London. But I knew that this is exactly what I wanted to do in life and I made every effort to succeed. After a couple of months of deliberating and looking around, I asked for a student grant. England is a land of grants which allow you to become a creative individual. I got a grant that allowed me to open a workshop for a year. Not bad at all. Then I got another one by the Crafts Council that allowed me to buy equipment, including a computer. And that's how it began! I learnt from my friends and acquaintances that the best way to sell products is at fairs and that there exist fashion fairs that sponsor the beginners by offering them free booths. And that worked for me as well. So I got my booth and that was my first breakthrough into the world of fashion. The fairs are visited by representatives of fashion stores from all over the world. This was my first season and the year was 1997. These experiences helped me to realise how the fashion world works.

Jewellery designer on looking around.



The point is not to be the main player on the block. The point is to progress a little in your direction every day. And to have as much fun as possible doing it.



#### Lara Bohinc, jewellery designer "It's important to have information"

She needed four years to land on her feet in business. The first year was the easiest, the third the hardest. Lara Bohinc owns her own shop in London and has a reputation in the global jewellery business. She launched the Lara Bohinc 107 brand thirteen years ago when she set up her own company that nowadays employs workers. She says that her biggest achievement is opening her own store in London and designing for renowned brands such as Cartier, Shiseido and Gucci. But the main achievement is that she can make a living from what she does - something that was far from certain at the start. Lara Bohinc designs jewellery and owns a company in the UK.

#### Siddharta, rock band

#### "Positive thinking and seeing the complete picture"

They gathered because of music and tried to release their creative energy and potential. They soon discovered that they are a very homogenous band and that music means a lot to them. This was probably the reason why they were able to come out of the garage where they held their first practice sessions. They borrowed their name from Hermann Hesse, but not to spread specific ideas or beliefs. To the contrary. They offer their own stories, experience, imagination and they fan emotions. Siddharta are superstars today.

#### Andrej Nabergoj, CEO

#### "A mistake is opportunity to change something and reach a higher level"

When asked as a boy on what he would like to do, he answered that he would like to create jobs. He made his first business move in 4th grade, selling computer games to his school mates. He later sold nectarines, was the class president throughout secondary school and played at government with friends. Today he heads the Parsek Group, seven connected companies that employ over 60 experts. Parsek develops internet solutions for companies such as Renault, Cisco Systems and L'Oreal. Parsek linked with the Japanese T&T Group in 2002, creating a subsidiary in Tokio.

#### Bojan Križaj, skiing ace and entrepreneur

#### "If you're aware of the problem and methodically solve it, you're guaranteed to succeed"

Undoubtedly Slovenia's most successful alpine skier began his career in 1975 when he was crowned the European Youth Slalom Champion. He concluded it 12 years later, winning 8 gold medals. The superstar status brought beautiful moments to the diligent and modest athlete, but also resulted in numerous unsuccessful appearances and the annoying media attention, which greedily dug through his strictly guarded privacy. He stopped skiing in 1988 and started at the beginning one more time - he went to Japan, the land of business challenges. Today Bojan Križaj is an entrepreneur.

### Dušica Boben, entrepreneur and consultant "It was your decision, so believe in your idea, goal and yourself"

Dušica Boben is working in her own consulting and publishing company in Ljubljana. After graduating from psychology, this mathematics teacher gained her experience in communication and leadership in USA and Germany. She manages projects to develop various psycho-diagnostic accessories and consults companies in personnel analysis, communication and motivation in implementing quality management systems.

#### Uršula Cetinski, festival selector and journalist

#### "It is important to fire up enthusiasm for our goals in those who travel with us"

Uršula Cetinski completed post-graduate studies from culture management in Austria. She's been dealing with the theatre all her life as a producer and festival selector for numerous events in Slovenia and abroad. She also worked as a stage manager, director, wrote a play as well as sold theatre tickets. She is the head of the theatre and dance programme in Ljubljana's Cankarjev Dom, Slovenia's premiere arts and congress centre.

#### Jože Andrej Čibej, analyst, lecturer and journalist

#### "Life is never a straight line"

Jože Andrej Čibej graduated from the Faculty of Natural Sciences and Engineering in technical mathematics and the Faculty of Economics, before earning a master's degree in mathematics and operational research. Since 1997 he has taught at the Faculty of Economics - mainly subjects dealing with the use of mathematics in economy and management. His research and consulting activities focus on the use of models in financial decision making and use of optimisation and simulation in business decisions. Apart from writing university and secondary school textbooks, he also writes stories, publishes commentaries and has 20 years of experience in amateur troupes.

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#### www.tipovej.org

TiPovej! is a Slovene non-profit organization with the basic mission to help young people to develop and implement their ideas.

TiPovej! - Institute for Creative Society was established in 2005 in order to promote the culture of creativity, provide educational courses for the implementation of ideas and contribute to the formation of a creative society. TiPovej! had been operating as a project of the Slovenian Office of Youth since 1999.

TiPovej! was in 2007 among the founders of the European UNIQUE network (United for Innovation and Quality in Education) of trainers and researchers, which has the mission to support lifelong informal learning in order to develop democracy and active citizenship at all levels.

TiPovej! believes that the people who are able to clearly outline their ideas have a greater chance of success. The greater the number of people who can implement their ideas the more developed and successful the society.



