**‘Share a Book’ Cover letter: *Where Good Ideas come from***

Subject: *Where Good Ideas Come From*

Dear ………..,

Everybody *has* ideas and everybody *can* have ideas. The question is if these ideas are powerful to solve specific problems. Finding and developing good ideas are inevitably constrained. Constrained by the parts and skills that surround good ideas. We must imagine ideas rising above their surroundings. Ideas result from the combination of old and new created ideas. Then the idea can be transformed into some new shape. Or new definitions of what creates the problem in the first place.

Some environments seem to breed new ideas effortlessly. Some environments stop new ideas. The right environment must be powerfully suited for the *creation*, *spreading*, and *adoption* of good ideas. There is a place with a suggestive name *Adjacent Possible* where good ideas flourish. This is an imaginative bordered space where innovative, transformed, new ideas are found and processed. This space captures both the limits and the creative potential of change and innovation.

The *Adjacent Possible* space represents a kind of shadow future, floating on the edges of the present state of things. It is a bordered space. The strange and beautiful truth about this space is that its boundaries grow as you explore those boundaries. And that is exactly what we must do: explore the boarders and find new ways to solutions by creating good ideas. Each found new combination of the old and the new idea guides us to new combinations. Each combination opens new paths to explore in the *Adjacent Possible* space. We must realize that at every moment there are doors that can and cannot be unlocked yet. The trick is to figure out ways to explore the edges of possibility that surround us. A ‘new idea’ is a network of brain cells exploring the *Adjacent Possible* space making connections in our mind. But this network needs to be densely populated by an abundance of diversified knowledge.

How to push your brain toward those more creative networks? Your brain has delightfully never-ending patterns to make your mind more innovative. Good ideas can more readily find their way into other brains. When you share, good ideas tend to flow from mind to mind.

The act of creation is something that happens exclusively in the mind. But those minds are invariably connected to external networks. Networks that shape the flow of information and inspiration, out of which great ideas are fashioned. As good ideas flow from mind to mind, it is of essential importance that a diversified group of people get together in a place where minds meet minds. A space where they comfortably meet each other and speak their mind, sharing their often, half-baked ideas, with the chance that somebody else connects it to another idea, creating the eureka moment of finding a breakthrough idea. People in isolation rarely create the breakthrough change. Minds must collide.

How to fire your neurons at the right time? One way is, to go for a walk. The history of innovation is filled with stories of good ideas that occurred to people while they were out on a stroll. The shower or stroll removes you from the task-based focus of modern life, like paying bills, answering e-mail, helping kids with homework. Creative walks can produce new combinations. Combinations of existing ideas in our heads.

It is in the nature of good ideas to stand on the shoulders of the giants who came before us. Every important innovation is fundamentally a network affair, but for the sake of clarity, let's not blur the line between ‘individual’ and ‘network’. There are good ideas, and then there are good ideas that make it easier to have other good ideas. Reading remains an unsurpassed vehicle for the transmission of interesting new ideas and perspectives. Reading is the way we populate our minds with an abundance of diversified knowledge.

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Enjoy listen and reading.

(Your name)

P.S. Attached is the Newsletter, covering the book *Where Good Ideas come from*