

Siegfried Ceballos: The Idea Detective

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2009-12-10

Siegfried Ceballos¹, the “idea detective” (@ideadetective² on Twitter), is publishing an interesting series of short videos, asking people about the estimated percentage of ideas they are able to actually bring to reality. The answers to this very atypical and interesting question are insightful and different, and I had the pleasure to answer³ it to Siegfried last Monday at a break during the TEDx Geneva⁴ conference.

Adrian Kosmaczewski, Akosma Software, Pully, answered to the question in French: “What percentage of ideas are actually carried out?”. He says 15% is a reasonable figure. He does not have the time to carry out more but he writes his ideas down on his paper notepad.

The interview was made at TEDxGeneva, Monday 7 December 2009.

The question is interesting in many respects, because, as I said in the video, many of my ideas are simply not doable in a reasonable timeframe, and this leads to the appearance of “derived”, “doable” ideas, and some of these are about software, while other ideas are more about just doing business in other fields. In any case, my Moleskine⁵ notepad is my friend.

In the same series, don’t miss the answers from Joan Flanagan⁶ from Saatchi & Saatchi, Michael Doser⁷ from CERN, Bruno Giussani⁸ from TED, Christophe Gras⁹ from Hortis, Luciano Benassi¹⁰ from SoSoftware and Frederic Sidler¹¹ from Mixin.com.

Thought-provoking! Thanks to Siegfried for this.

¹<http://www.csid.ch/>

²<http://twitter.com/ideadetective>

³<http://www.csid.ch/site/2009/12/09/ideas-done-adrian-kosmaczewski-akosma-software-pully/>

⁴<http://www.tedxgeneva.com/>

⁵<http://www.moleskine.com/>

⁶<http://www.csid.ch/site/2009/12/09/ideas-done-joan-flanagan-saatchi-saatchi-geneva/>

⁷<http://www.csid.ch/site/2009/12/09/ideas-done-michael-doser-cern-geneva/>

⁸<http://www.csid.ch/site/2009/12/08/ideas-done-bruno-giussani-ted-conferences-geneva/>

⁹<http://www.csid.ch/site/2009/12/04/ideas-done-christophe-gras-hortis-grc-petit-lancy/>

¹⁰<http://www.csid.ch/site/2009/12/04/ideas-done-luciano-benassi-sosoftware-lausanne/>

¹¹<http://www.csid.ch/site/2009/12/02/ideas-done-frederic-sidler-mixin-com-lausanne/>