

'McDonald's theory': Good ideas will be triggered by bad ideas

In a discussion, no one will give an opinion unless a brave person speaks first. At this point, all will begin to find ways to get rid of that person's idea to protect their ideas. This is how good ideas will be explored.

About the author : The article is shared by author Jon Bell, posted on page Medium.

I started using this "trick" with my colleagues when the team had not found a place to eat lunch and no one would give an opinion. Finally, I propose to go to a McDonald's restaurant next to the office.

That's an extremely interesting thing that happened. All other members agreed to tell each other that we should not go to that restaurant and a host of other locations began to be proposed. Miraculously when nobody said it before!

This situation is as if we just broke an iceberg and started to be the "worst" idea that I - the first person has come up with. Immediately, a discussion started and people became more creative than before. Everyone struggled to propose their favorite places to eat and drink. I call it "*McDonald's theory*": **people are inspired to come up with good ideas to get rid of bad ideas.**



This is the technique that I use a lot in my work. Projects can be started in many ways. Occasionally, you will be assigned a brief version. Sometimes, you hear a rumor that something will appear so you start thinking about it sooner. Or sometimes, an idea goes on in your mind for a month or a year before you decide to share it with your

colleagues. There is no fixed process for all creative work. But I believe that every creation has the same thing in common: that is, **the second step is usually easier than the first.** Always that.

Writer Anne Lamott used to call it *"silly first manuscripts"*, Nike told us "Just Do It" and I used *"McDonald's restaurant"* to make people angry. and start making other better suggestions. All are the same recipe. Lamott, Nike and "McDonald's theory" are all trying to show that the first step is not as hard as we think.

I also received an email from Steve Jobs with only one word: "Go!" (Do it). Exactly. Immerse yourself in it. Do it and don't think too much.



Next time, if there is an idea to play in the head, restrain the "inner critic voice" in your mind long enough to write it down and begin sketching it. You might think *"but I don't have much time to do"*, *"this idea is so bad"* or *"maybe, I'll go to Google and look for something ."* Stop destroying yourself!

This technique can also be applied to workgroups. From now on, if a project is discussed in an early stage, use a marker to immediately outline the ideas in your head on the board. Maybe, they are not interesting, but the action is very effective because it will stimulate other members to give their own opinions.

You need to be a little "crazy", focused and reckless, foolish to be able to extinguish all suspicions long enough and move forward. Break all obstacles at the starting line and start acting. Don't just think in your head, write them down, sketch and do it really.

Like a kind of magic, the moment you write down your first idea paper in your mind is the moment when something great will appear.

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