



IDEA₄IDEA: Building Positive Habits for Positive Change

"We are what we repeatedly do. Excellence then, is not an act but a habit." Aristotle

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"Idea4Idea" is the name of a dynamic methodology for learning and positive change to achieve specific improvement goals. The components of the methodology are outlined below. The method involves continuous incentive and reinforcement for repeated positive thought and action. The components of the method are simple, yet multi-dimensional, and are adaptable to different audiences, cultures, and situations. "Idea4Idea" can be used by individuals, groups, organizations, and world societies. The method utilizes the "Plan, Do, Study, Act" tenets of The Deming Cycle (Deming, 1986) and is supported by current literature that connects repetitive, positive, compassionate thinking with changes in brain activity (Lutz, 2008) and persistent changes in behavior (Stosny, 2004). Also, the literature points to the need for adaptability to affect positive change (Fraser, 2001).

When used to achieve altruistic goals, the method provides a cyclical relationship between strengthening altruism and strengthening self-worth. As a person engages in altruistic thought or action, there is visible recognition and honor of the person to build the person's sense of self worth, which, in turn, generates impetus for the person to repeat the altruistic thought or action. Also, the "Idea4Idea" method encourages exchange of ideas and crediting the influence of other ideas and actions, providing incentive for open sharing and collaboration and mutual respect and honor.

The method is particularly applicable to large, complex goals that may present an overwhelming challenge to individuals or groups, engendering a sense of powerlessness to impact or make a change for improvement, e.g. world peace. When envisioning such goals, individuals and groups may

give up before attempting positive change due to the overwhelming scope of the goal. The "Idea4Idea" method provides a positive context for change that is manageable and doable. As in the "Plan, Do, Study, Act" concept of The Deming Cycle, a person can start with small steps of positive change, see results, gain reinforcement and a sense of personal control and impact, and then repeat the process. Over time, progress is made. When this method is done in mass by large groups of people, there is great potential for progress toward large, complex societal goals. Of course, this method is also adaptable to personal goals that may also be complex and overwhelming to the individual involved in making the positive change.

The "Idea4Idea" methodology consists of the following actions:

1. Select a topic or area and goal for improvement.
2. Create an open and supportive environment for positive ideas and actions that help move toward improvement.
3. Encourage and support the open sharing of these ideas and actions. Record and post ideas and actions (both those originally submitted and those from published sources and/or role models).
4. Honor ideas and actions through awards, incentives, recognition.
5. Give recognition points for building on others' ideas and/or actions and giving credits to others for influence (Builder Points).
6. Give recognition points for influencing other ideas and/or actions (Influencer Points).
7. Create a visible display that symbolizes the desired improvement goal

and progress toward this goal, e.g. World Banners on the Idea4Idea.com website.

8. Set a way to measure and visibly record impact and spread.
9. Talk about the process regularly, encourage daily/weekly ideas and actions or an ongoing project. Support the habit and repetition of positive ideas and action.
10. Promote open discussion and ongoing feedback on collected ideas and actions.

"Idea4Idea" promotes positive habits through cycles of ideas and actions, paving the path to positive change.

****Go to the Idea4Idea.com website to see the Idea4Idea method in action to help achieve world peace, green-living, and health.**

Deming, WE (1986) Principles for Transformation. Chapter 2; Figure 5, The Shewhart Cycle; Out of the Crisis; MIT Press: p 88.

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Stosny S, (2004) Compassion Power: Helping Families Reach Their Core Value. *The Family Journal*; January; 12(1): pp 58-63.

Fraser SW, Greenhalgh, T (2001) Complexity science: Coping with complexity: educating for capability. *BMJ*; October 6; 323 (7316): pp 799-803.