

# Blocked for Ideas? Collaborate!

How to grow a bigger brain in 10 easy steps, Part 6

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I have been suffering from “bloggers block” for the past couple of weeks. So, how did I get unstuck? I collaborated!

Brain-picking and virtual brainstorming are simple and powerful ways to innovate. I simply put up a post on my Facebook page, asking entrepreneurs and others in my business circle to weigh in on how they grow their own brains. I received varied and inspirational responses.

Sarah O’Grady, a Senior Copywriter at [House Party Inc.](#) in Tarrytown, N.Y. must continuously innovate and create within her job. She says, “Never think you know it all. Surround yourself with smart, innovative people. Because great ideas from great thinkers spark the same.”

Other professionals who make their livings in creative ventures are motivated by practical realities.

What motivates Michael Pilla, founder and creative director of mQuotient in White Plains to innovate? “Fear...and a relentless search for ways to pay my bills,” he says. He continues in a more serious tone. “A comfortable brain is a stagnant brain. I mean, if everything is OK, why bother to learn anything new?” He also reads “everything”, and watches a lot of TV as ways of finding inspiration.

Looking to the media is an innovation source used by others. Scott Marticke, COO of [Sentiment 360](#) of Atlanta, a media analysis company, explores interesting websites. Jennifer Maher, owner of [Incline Real Property Services](#) in Mahopac, N.Y. likes to Google quotes that suit her moods and says, “I always find something that inspires me.” Renee Petro, founder and CEO of [Renee Petro Public Relations and Marketing](#), enjoys searching for “the right songs” on iTunes and finds the music provides inspiration for business and for life.

Maher also meditates daily to keep the creativity flowing, and Marticke says talking to his kids always gives him new ideas. And the timetested adage of talking to your customers to innovate holds true for Donna Carney, owner of [Planet Zero Gravity](#).

“Finding inspiration in business comes from listening to others and their needs for products and product design. This is important when attending and being a part of trade shows/business events with an open mind. This generally leads to true collaborative inspiration and helps to ignite ambition and drive,” she asserts.

David McKay Wilson, President of [David McKay Wilson, Inc.](#), a freelance journalist and consultant on cycling advocacy issues, sums it all up when he says, “You gotta’ keep yourself out there in the world and stay open to new ideas and possibilities.”

Whether that involves collaborating with and drawing insights from the media, your kids, musicians, your customers, or your Facebook friends, the basic principle holds true - innovation cannot happen if you’re going at it alone!

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