

# Idea-Marathon System

## by Takeo Higuchi

**What is Idea-Marathon?** Idea-Marathon is an innovative system, designed to cultivate human creativity. Developed by Takeo Higuchi in 1984 when he was staying in Saudi Arabia, IMS has already served five thousands of people to change their lives to be more creative ones. The idea of IMS is very simple: **Think at least one idea each day. Write it down immediately. Then talk to your neighbors**, like your colleague, friends and family. As one makes this into a habit, one finds his/her own hidden ability and may become a very creative person with proper support.

**Why Idea-Marathon?** People have many ideas, but they are often lost if ideas are not written down. By taking IMS as a daily habit, you can improve your own creativity in a natural way. Often, to your surprise, unexpected abilities are discovered. This gives you confidence and remarkable influences to your family, friends and colleagues. People around you are also turned into creative people.

**Methods** Continue IMS for 3 months, spending 15 minutes a day, and you will have almost 100 ideas recorded in your notebook. By then you will find yourself different from before. If you can continue this for one year, you will have excellent ideas in stock. As for details of how to record and write ideas by IMS, visit website : <http://www.idea-marathon.net/en/>

**Applications** IMS can be applied to organizations, government offices and educational institutions. In Japan, IT companies and merchandizing corporations have introduced IMS to their corporate education and innovating group activities to reinforce QC movement, re-engineering mind and Knowledge Management such as Toshiba Corp. Asahi Beer, Daikin, Pioneer, Takara-Tomy ,NTT-Docomo, Fujitsu, etc. The Department of Technology at **University of Virginia** since 1997 and **Texas A&M University**, Department of History since 2009 have been using in their class.

**History** Takeo Higuchi started IMS on January, 1984. Since then he has written down over 326,000 ideas in his 379 notebooks. Now he produces 50 ideas per day, 1000 ideas in 20 days. Hand-written notebooks with PC is the best combination for future wisdom.

### Higuchi's IMS Books



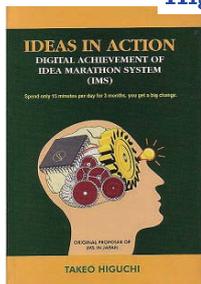
**Takeo Higuchi**

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Japanese (2004)

“Idea-Marathon” (NikkeiBusiness-jin Bunko)  
<http://www.nikkei-idea.com>



English (2001)

“Ideas in Action: Digital Achievement of Idea Marathon”



China (2009)

Idea-Marathon Korean Publisher  
Dulnyuk Publisher



Dulnyuk Notebook Tech