Thinking Beyond What You’ve Always Done
Technical Difficulties?

- Attempt the alternate audio option provided
- Send us a question through the GoToWebinar control panel
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Welcome to:

Collabor8.
Cre8. Innov88.
Thinking Beyond What You’ve Always Done

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Positive Minded

THINK

Positive
Share the Air
Be Present!
Date An Idea, But Don’t Marry It
Vegas
Greenhousing
Freshness
Signaling
Playfulness
Make Sure You Are Working On the Right Challenge!
The Russians Come to Visit
They Only Let Us Take…
EXPLORE!
CLUE HUNTING!

- Normal
- Deep
- Weird
- Be Them
- With Them
- About Them
A Clue is Something:

- Seen
- Heard
- Read
- Experienced

Word
For
Word and
Clearly
Sourced
Hypotheses/Hunches

• Ask yourself after reading the clues/insights: “Hmmmmm... there’s something about...” and make some informed guesses

• Then create a catalytic question that speaks to a consumer need
Human Library

Who else in the world has solved something with the same “essence” (out of your industry)? How might they become naïve experts who can help give us clues?
Six Other Ways to Attack a Challenge:

• “Borrow” (AKA steal) ideas from other places and apply the principle of it back to your own issue

• List the rules around your challenge. Ask a provocative “What If?” and BREAK THE RULES!

• Ask kids how they would solve your challenge

• Re-word your challenge and give the project a sexy name so everyone wants to work on it

• Ask yourself, “What would we never do? What would we get fired for?” Then, save your job by turning that on its head and applying it to your challenge

• Find a creative space to distract your brain and give yourself time to think!
One Lucky Person!!
Bravery

“The Opposite of Bravery is NOT Cowardice, It’s Conformity.”
Thank you very much!

Remember to Collabor8!
Cre8! Innov8!

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Questions & Answers
Thank you for Participating