

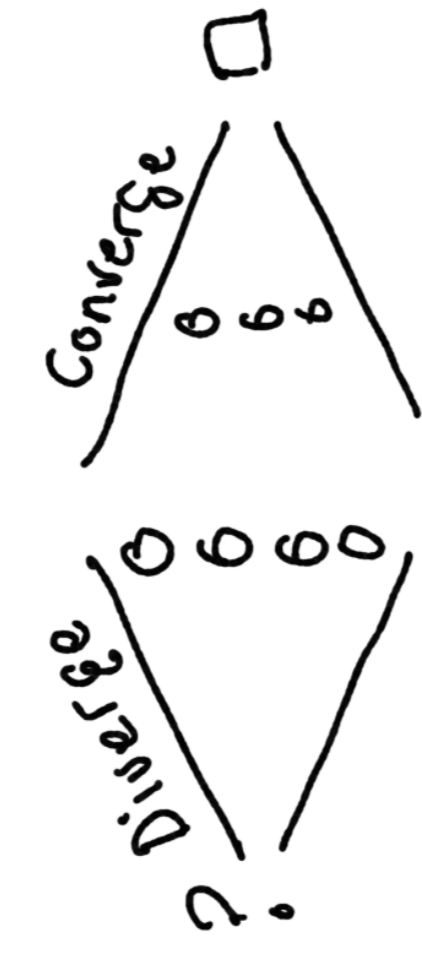
IDEATE

Time to create ideas

Brainstorm - lots of ways to do this.

ENCOURAGE IDEAS - SO CRAZY! THINK OF 10/100 MAYBE 500!

CRAZIER THE BETTER. COMBINE IDEAS!



BROAD → LESS BROAD → more detailed thoughts and ideas.

From new options → eliminate choices

Differentiator is the ability to

innovate consistently.

APPLY IDEA-GENERATING EXERCISES.

EXPERIMENT / BE OPTIMISTIC

NUMBER YOUR IDEAS 1, 2, 3 etc etc.

STEP OUT OF THE WAY OF GOOD IDEAS

USE VISUAL THINKING.

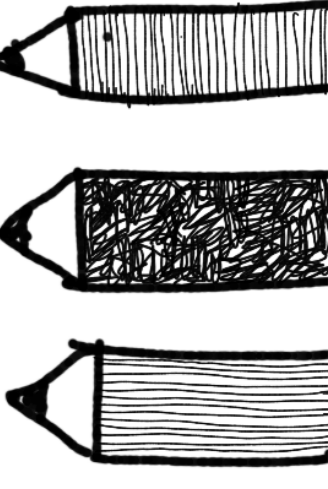


SYNTHESIS - organise + interpret

the data. Make sense of things

- Bring things together.

DON'T BE CLOSE Minded OR limit ideas.



Move away from old thinking way

Use THE IDEA CURVE

You need quantity to get quality

ADAPT / magnify / combine

Play the Devil's advocate

Have an open mind

Deverse AND MINIFY

STRETCH THIS MUSCLE

WORKSHOP IDEAS. JOIN FORCES. ADD TO EACH OTHER.

SHARPEN YOUR FOCUS

Defer judgment. Have ONE, only ONE conversation at a time.

APPLY ANALYSIS

Break complex issue

into easier - to -

understand parts.

Don't follow

the Group !!



AVOID COGNITIVE BIAS AND DON'T AGREE WITH THE GROUP'S THINKING.

YOUR INDIVIDUAL THOUGHTS!



Defer judgment.



inexperience

unclear goals

uninitiated teams

Unfriendly work space

Ego + Hierarchy

POSSIBLE BARRIERS?