

INNOVATION:

How to Think Outside the Box

GO OPPOSITE

1. Identify 3 accepted facts or stereotypes about your industry.
2. Write down the opposites.
3. Explore those new ideas!

CONSTANTLY COLLECT

Whether it's a notes app on your phone, physical sticky notes, or other ways of keeping track, find ways of always taking down new ideas.

COMPETITOR LOOK

Brainstorm what your main competitor does better than you. How could you do two times better than that?

ASK A CHILD

Anyone who has a young child knows there's no perspective more different than a child's. Ask a child what they think!

ASSUMPTION CHECK

Write down your business's unique value proposition. Then identify the assumptions that led you there and challenge them!

CROWD SOURCE

Encourage new ideas in your team by keeping an open door and making an idea box available. Pretend you'd say yes to the new ideas you hear - how would you make it happen?

No matter how you choose to get your creative juices flowing, it's important to keep an open mindset and explore new possibilities - even if they sound like nonsense at first! The journey itself may reveal new ways forward to you. Happy Innovating!

