

Step 1:

Roll a die or randomly select a prompt from the list



Step 2: Think, Create, Mind Map

Discuss how their “mindset” **can inspire a new idea** to address your challenge. Use their *mindset* as inspiration.

Step 3:

Individually, capture ideas on Yellow Cards



1



Standardized SPF Levels

2



Go Natural & Green

3



Passion for People & Process means WOW difference in Price

4



Idiot Proof + Cool Design Used I-Pod to Drive Computer Sales

5



87,000 Different Coffee Options

6



Buyer Ratings & Recommendations drives cross selling. Universal access, fast delivery.

7



Idealistic & Easy to Love

8



Peace of Mind SAFETY

9



Use hops that cost 20X more to get more flavor

10



Anticipate the Future - MPG

11



Authentic Gear That Really Wins

12



Head to Head Taste Tests