



Takeover Time

Need Ideas for...

Step 1: Choose a Product / Service / Company
(Roll Dice, Select Random #)

If needed, see back of page for a more in depth description.

Step 2: Note what WORKS well about this product, service, or company and WHY?

Step 3: How could we leverage the same MINDSET or TACTIC to address our challenge?

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|----|--|
| 1 | Weight Watchers: Long term commitment with clear goals to help maintain weight loss. |
| 2 | Alcoholics Anonymous: 12 Step program with a group commitment. |
| 3 | Duolingo: Daily reminders and quick daily practice to learn a new language. |
| 4 | National Novel Writing Month: Dedicated focus for a month to write 50,000 words of a new novel. |
| 5 | NOOM: Leveraging behavioral psychology to help build long-lasting positive habits. |
| 6 | Zoom: Meetings anytime in a global world. |
| 7 | Linkedin Learning: Customized training based on your role and responsibilities. |
| 8 | TikTok: Personalized recommendations focused on keeping you watching. |
| 9 | Baby Mobile: Progressively develop visual, motor, and language skills without intervention. |
| 10 | Slack: Seamless communication with groups/ individuals instant or delayed. |
| 11 | Activity Trackers: In the moment feedback based on your behaviors. |
| 12 | Marriage Counseling: Focus on multiple perspectives and bringing conflict to light. |

Step 4:

Individually, capture ideas on Yellow Cards



Product / Service / Company Descriptions

1 WeightWatchers

WW / WeightWatchers offers a scientifically proven program for weight loss and wellness, with Digital, in-person and Virtual Workshops, and Personal Coaching solutions to help meet your goals. For more than 55 years, WW has helped millions lose weight with the latest nutritional and behavior change science.

2 Alcoholics Anonymous

Alcoholics Anonymous is a fellowship of people who come together to solve their drinking problem. It doesn't cost anything to attend A.A. meetings. There are no age or education requirements to participate. Membership is open to anyone who wants to do something about their drinking problem.

3 duolingo

Duolingo is a game-style language learning tool that's based online. It offers a digital way to learn a whole host of new languages for students of varying ages and abilities. Thanks to smart algorithms, this can even adapt to help specific students in areas they need.

4 National Novel Writing Month

National Novel Writing Month began in 1999 as a daunting but straightforward challenge: to write 50,000 words of a novel in thirty days. Now, each year on November 1, hundreds of thousands of people around the world begin to write, determined to end the month with 50,000 words of a brand new novel. They enter the month as elementary school teachers, mechanics, or stay-at-home parents. They leave novelists.

5 noom

NOOM is a weight loss app that uses a psychology-based approach to change your eating habits for the better. It uses technology to help you change not just how you eat, but how you think.

6 zoom

Zoom is a video conferencing platform that can be used through a computer desktop or mobile app, and allows users to connect online for video conference meetings, webinars and live chat.

7 LinkedIn Learning

LinkedIn Learning is an on-demand library of instructional videos covering the latest business, technology and creative skills. It provides personalized course recommendations and is designed to help you achieve your full potential.

8 TikTok

TikTok is a social media platform for creating, sharing and discovering short videos. The app is used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.

9 Baby Mobile



10 slack

Slack is a messaging app for business that connects people to the information they need. By bringing people together to work as one unified team, Slack transforms the way organizations communicate.

11 Activity Trackers



12 Marriage Counseling





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