

### Brainstorm & idea prioritization

☐ *Thymus praecox* (wild thyme)  
☐ *Thymus serpyllifolius* (wild thyme)  
☐ *Thymus vulgaris* (wild thyme)

It's not like you're going to get a long-term relationship with this machine. There's only one way to get it.

- 1. **Identify the problem**  
What is the problem? What are the symptoms? What are the causes? What are the consequences?
  - 2. **Generate solutions**  
What are the possible solutions? What are the pros and cons of each solution?
  - 3. **Evaluate solutions**  
Which solution is the best? Why?
  - 4. **Implement the solution**  
How can the solution be put into practice?

What problem are you trying to solve? Frame your problem as a *how might we* statement. This will be the focus of your journey.

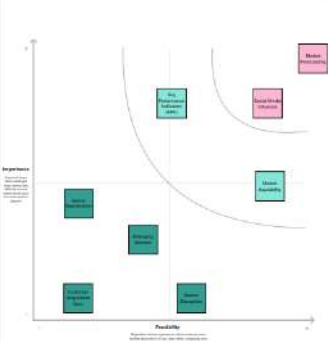


Not for class use  
that exceeds per  
class limits.



<b>STRENGTHS</b> • Simple • Low cost • Easy to learn • Easy to teach	<b>WEAKNESSES</b> • Limited problem-solving • Limited ability to handle • Limited ability to handle • Limited ability to handle	<b>ADVANTAGES</b> • Simple • Low cost • Easy to learn • Easy to teach	<b>DISADVANTAGES</b> • Limited problem-solving • Limited ability to handle • Limited ability to handle • Limited ability to handle	<b>CONCLUSIONS</b> • Simple • Low cost • Easy to learn • Easy to teach
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These authors also  
argued that the  
Boggs Committee

[illegible]

**Keywords:** *workplace spirituality, organizational commitment, organizational citizenship behavior, organizational trust, organizational identification, organizational social capital*



- [illegible]



## Says

What have we heard them say?  
What can we imagine them saying?

Learn about  
and analyse  
the market

Understand  
your target  
audience  
your  
competition

The study to  
evaluate the  
performance  
of a marketing  
activity

Make a  
visualization  
of markets

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Collection of  
data that  
provide  
marketers

Valuable  
information on  
the wants

Needs of the  
brandes target  
demographic

Benefit both  
parties by  
meeting



## Anandhi V UNVEILING MARKET INSIGHTS

Industry  
associations  
often supply  
research  
data

Making  
graphical  
representation

Makening  
cost  
effectiveness

Data  
collection of  
20 years

Buying low  
cost shares

Analyses  
market  
insights

To be a  
decision  
maker

Motivate  
your  
investors



## Does

What behavior have we observed?  
What can we imagine them doing?

## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



[See an example](#)