

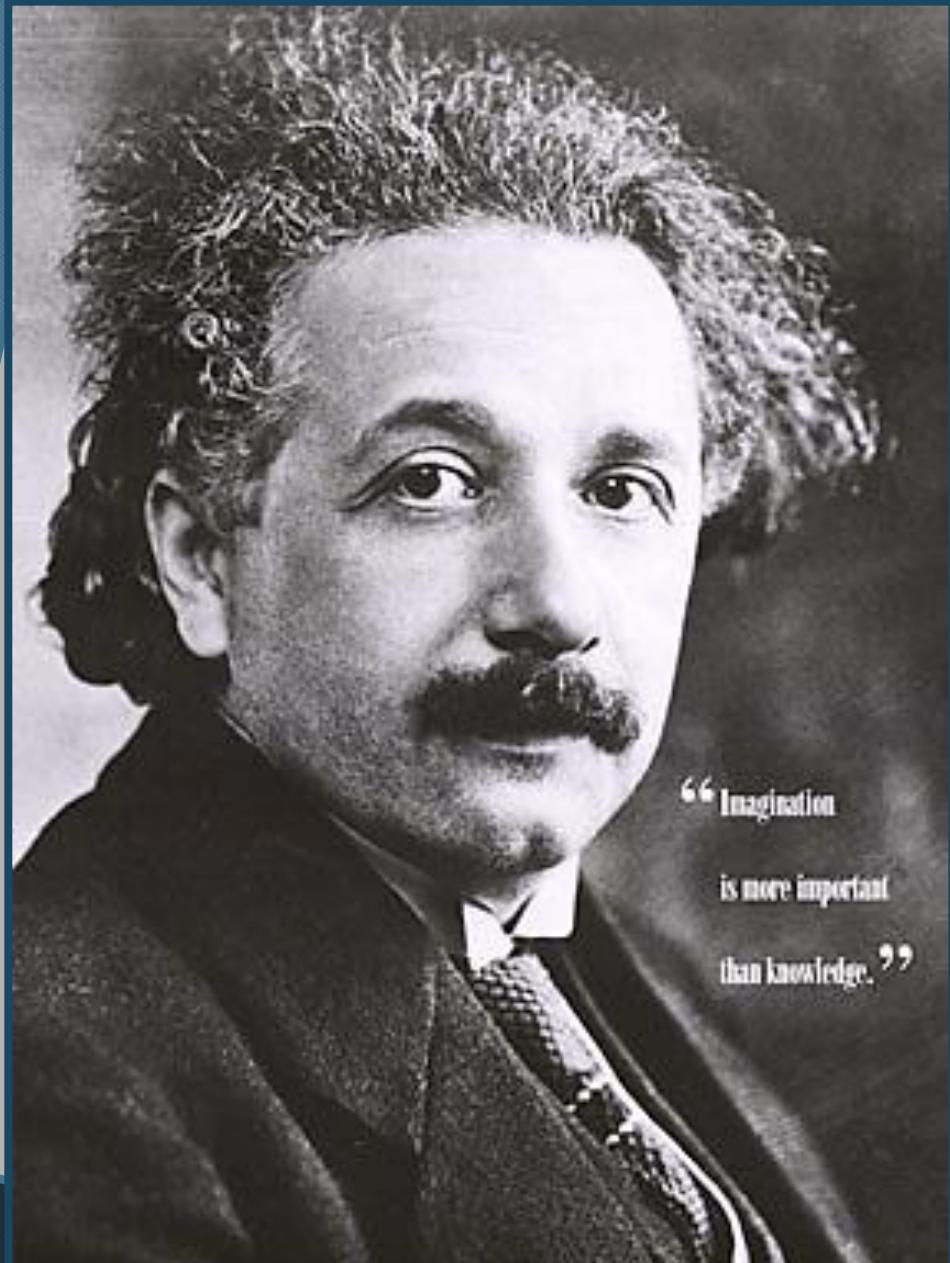


Disposable Supply Cabinet

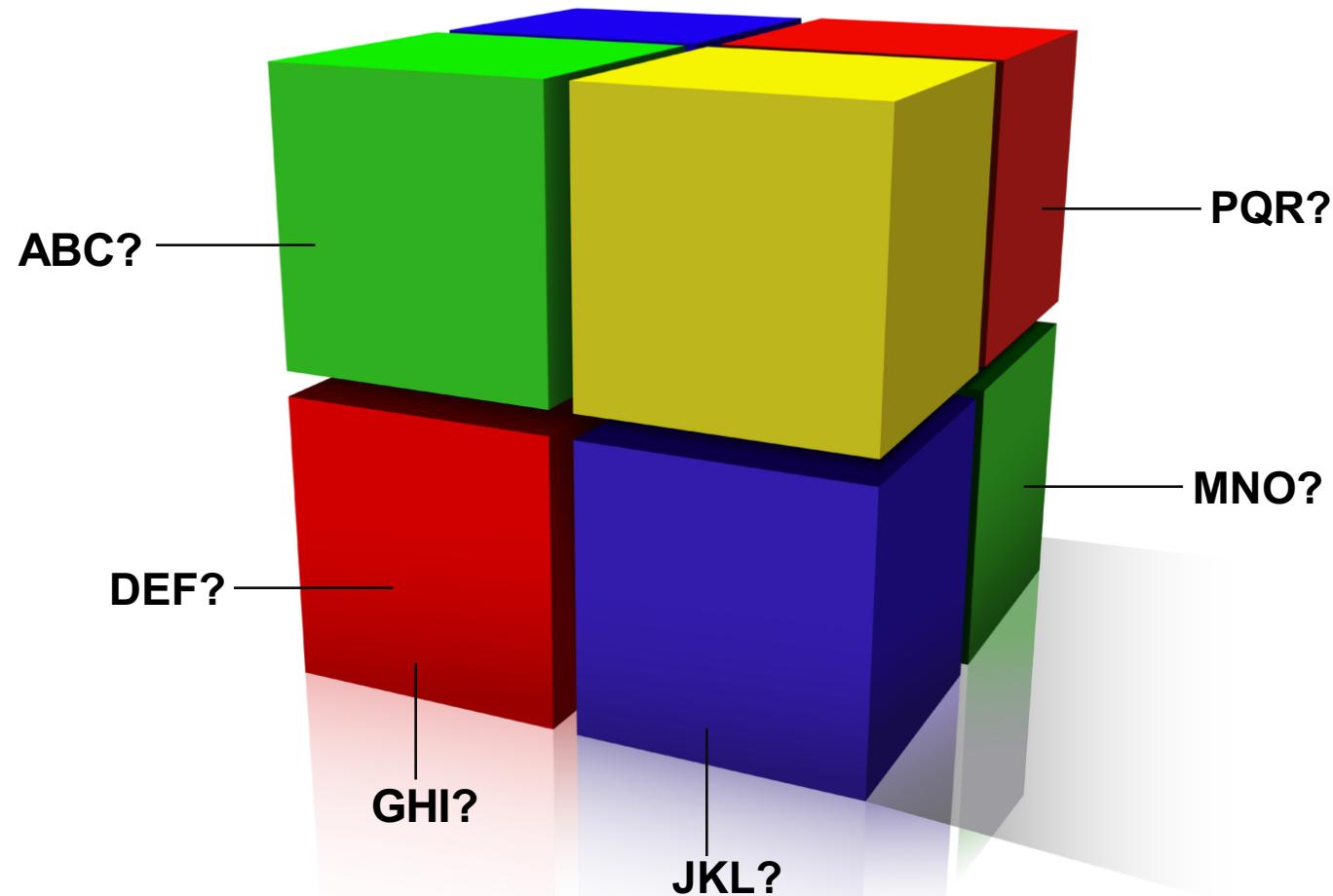


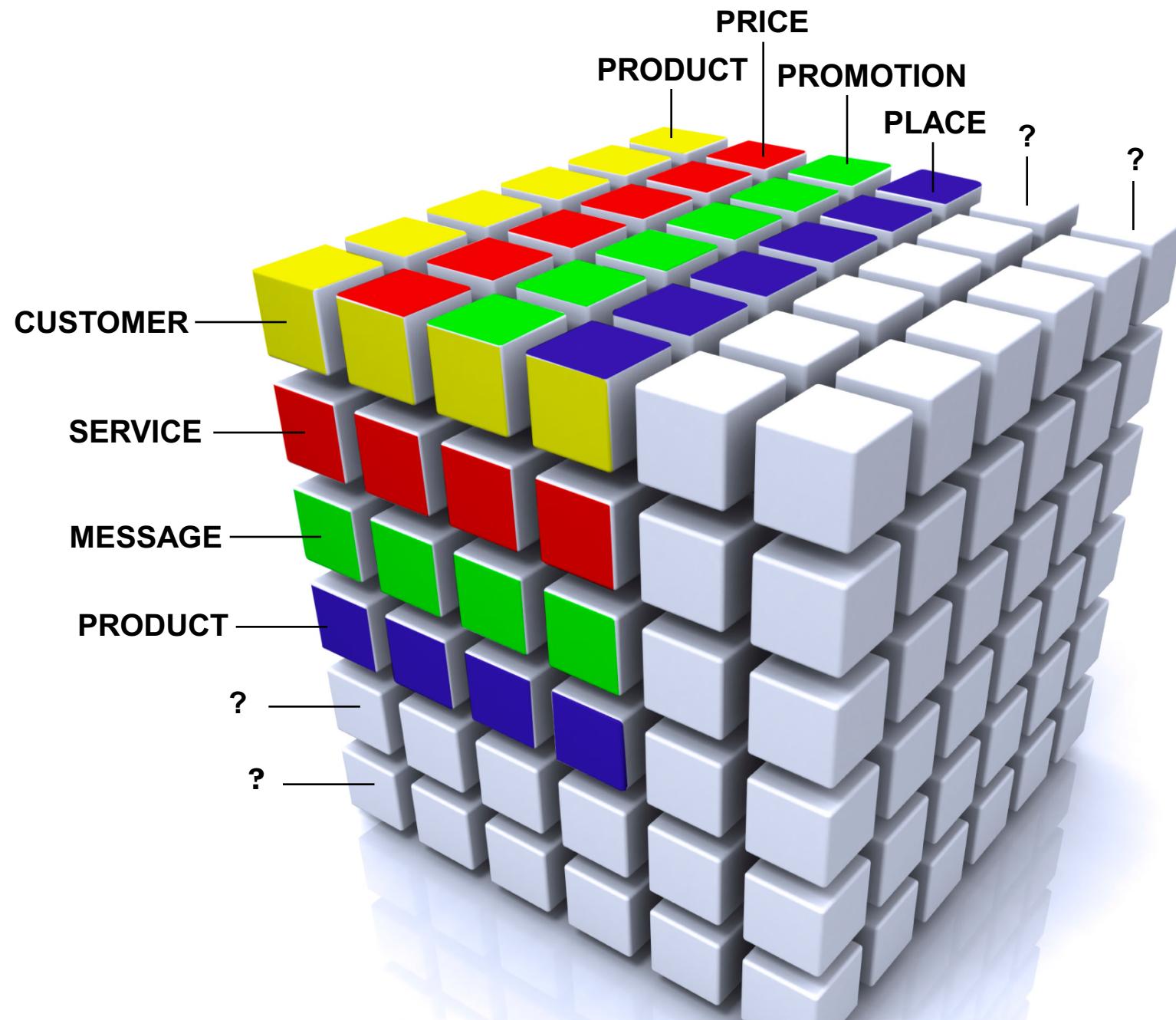
Tranquillité

Albert Einstein



“Imagination
is more important
than knowledge.”



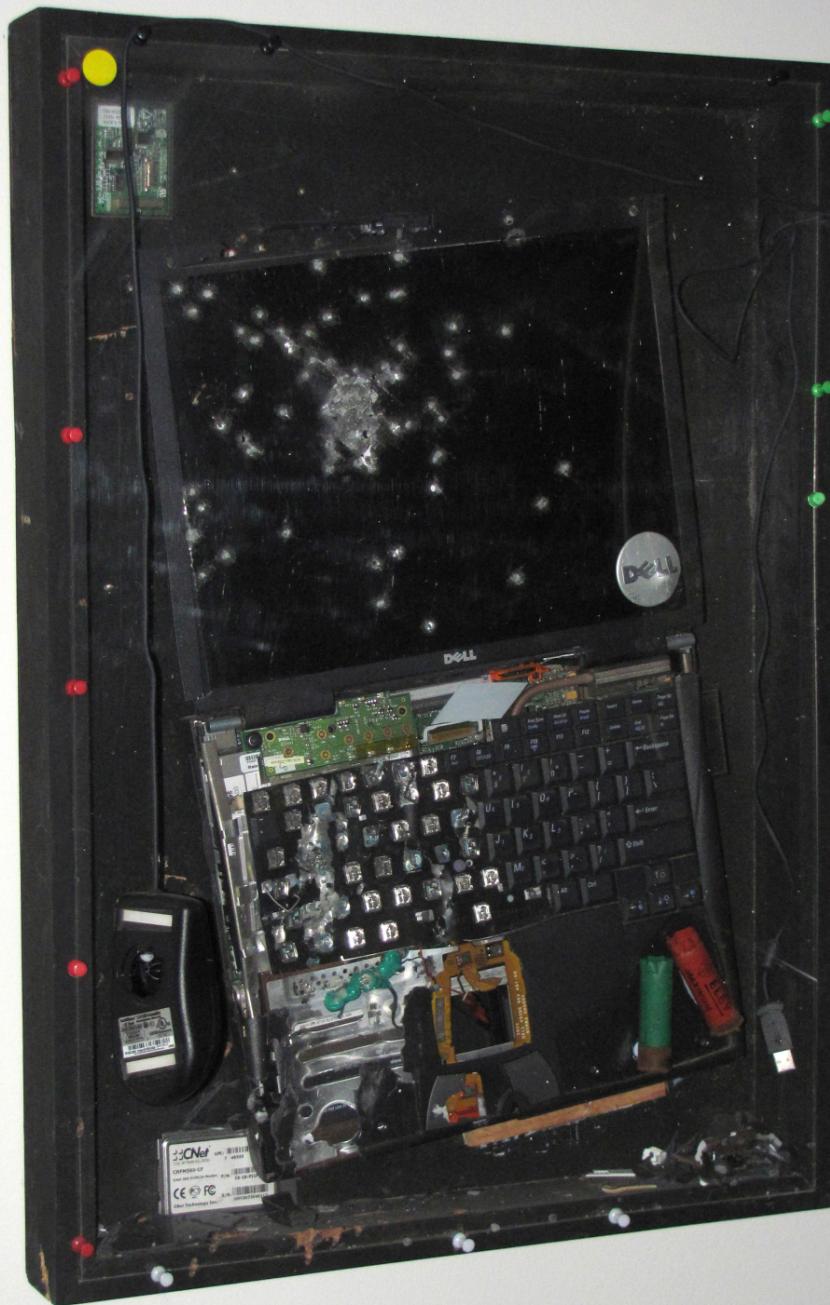


**Creativity always dies
a quick death in rooms
that house conference
tables.**









Kick Starting the Imagination & Finding Connections for Inspiration & Creativity



Magazines



Trade Journals



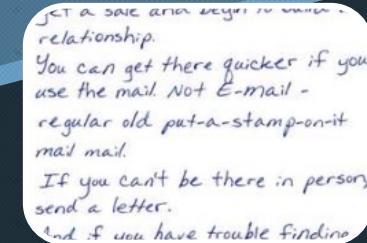
Travel



Museums



Scotch



Unstructured Thinking and Hand Written Notes



Arts and Crafts Shows



Walking Through Retail Stores & "Observing"



Bull Sessions



Sketching



Cigars

Also, all kinds of information and ideas are hidden in books

- Fail Fast, Fail Cheap.
- Failure is always an option, don't be afraid, TRY!
- The year Babe Ruth set the home run record, he also set the strike out record.
- You have to swing at the ball to hit it.

This is intentionally a blank piece of paper

Number One Creativity Killer: “You can’t do that.”

Number One Creativity Catalyst and Motivator: “Being told you can’t do that.” Wanna bet? Get out of the way.

WE ARE MOST CREATIVE WHEN WE ARE MOST CONSTRAINED.

Does form follow function?

If so, why?

Why can't function follow form?

What do you want your product or service
to look like?

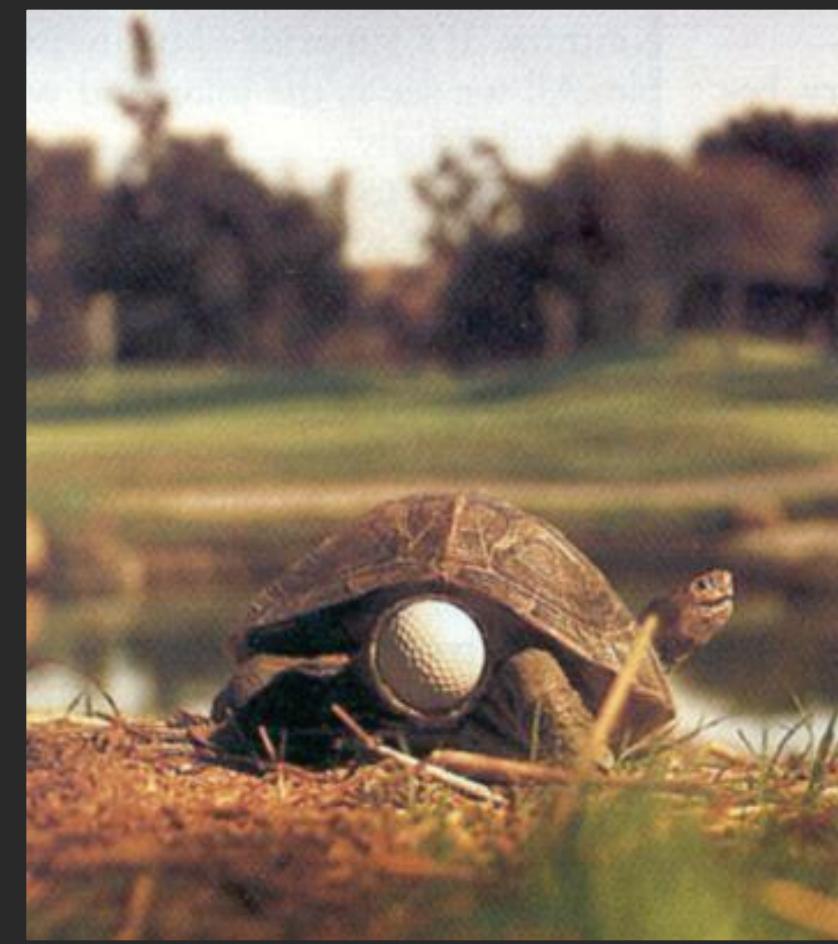
Define then build?

CONVENTIONAL WISDOM USUALLY ISN'T!

- Sales and Marketing
- Finance and Administration
- Production and Logistics
- Invent, Innovate and Develop

IMAGINATION:

**The ability to see what
is already there!**







“There is a way...Find it”

Thomas Edison

Find the Customer's PAIN

Ask Questions and Really Listen

The Pain May Not Be Obvious, Search For It

Do What No One Else Wants To Do

“Imagination is more important than knowledge” *Albert Einstein*

Imagine yourself on the tip of an arrow going faster than the speed of light; Einstein did and came up with the theory of relativity.

Pretend you are the Customer.
Pretend you are the “Product.”

Literally...Put on a Different Hat

The 2 x 4 Between the Eyes

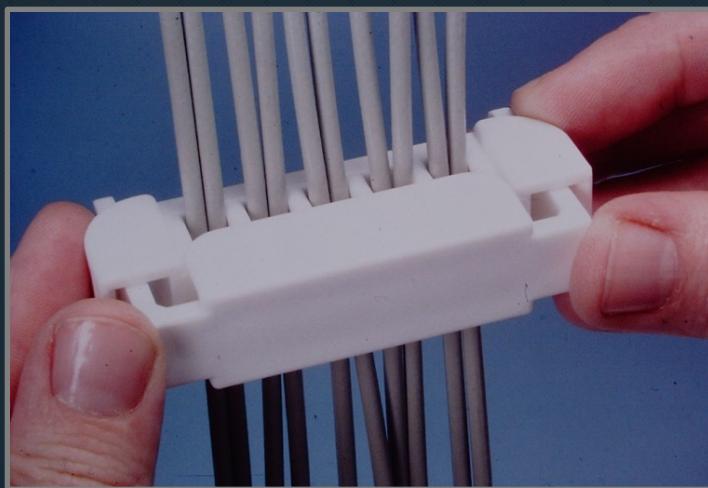
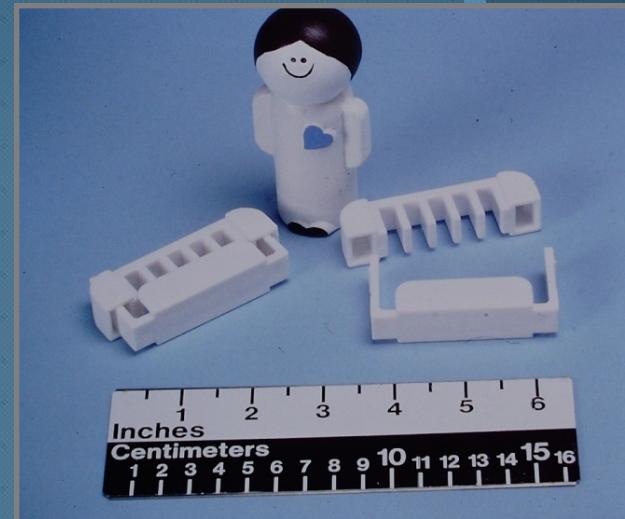
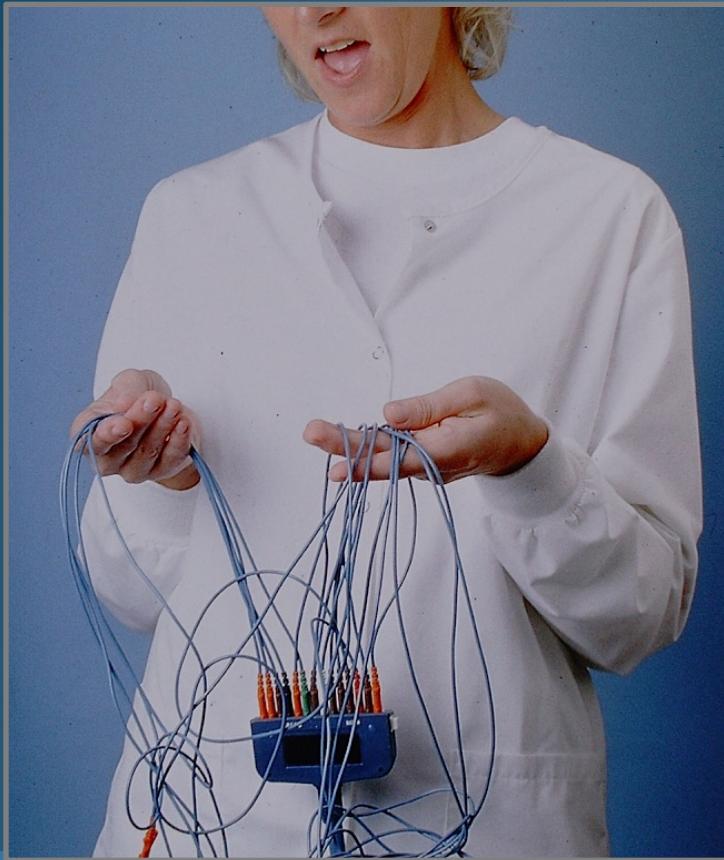
Upside Down, Sideways,
Backwards and Reversed

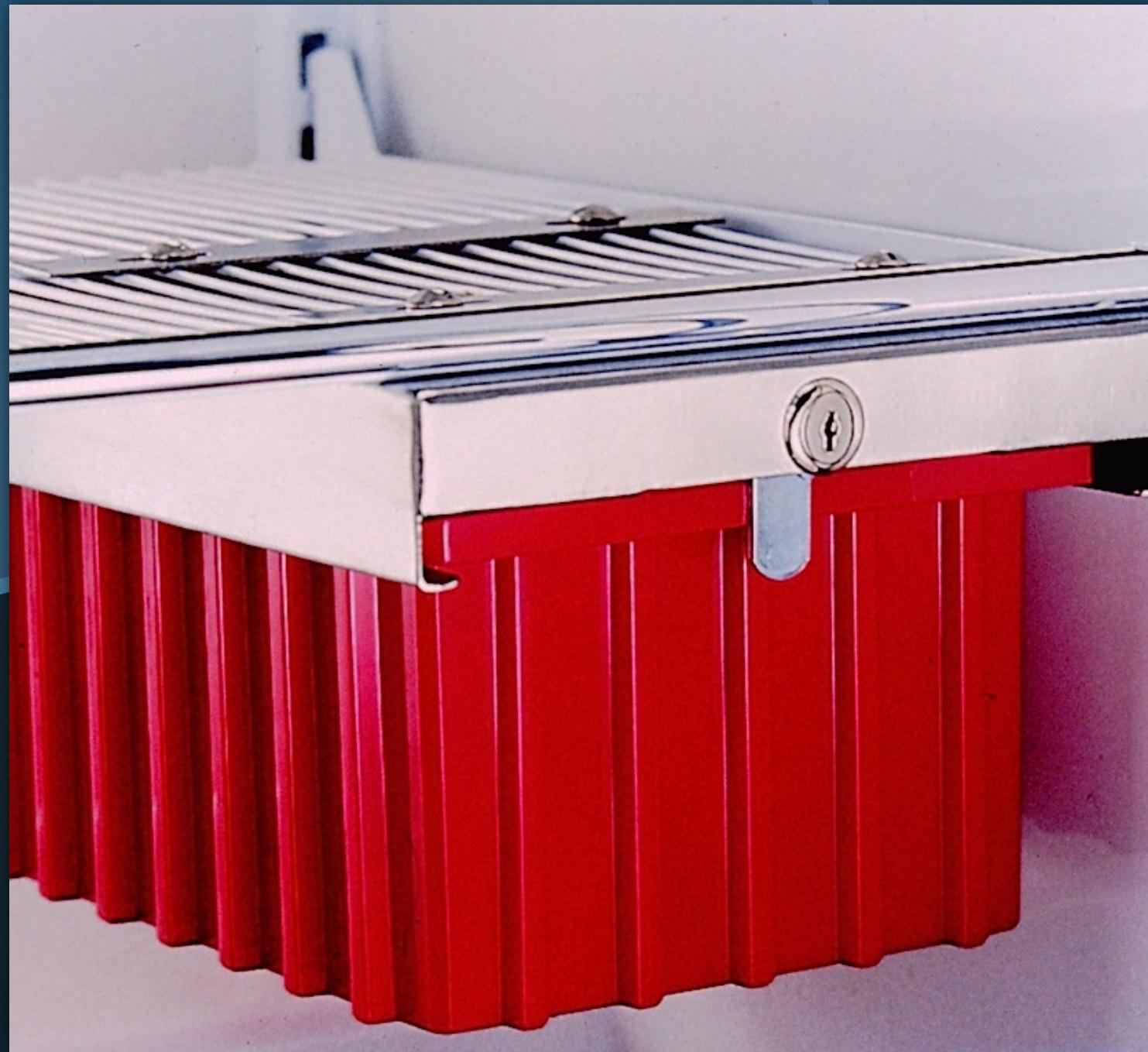
Same Word – Different Meaning
Same Picture – Different Meaning

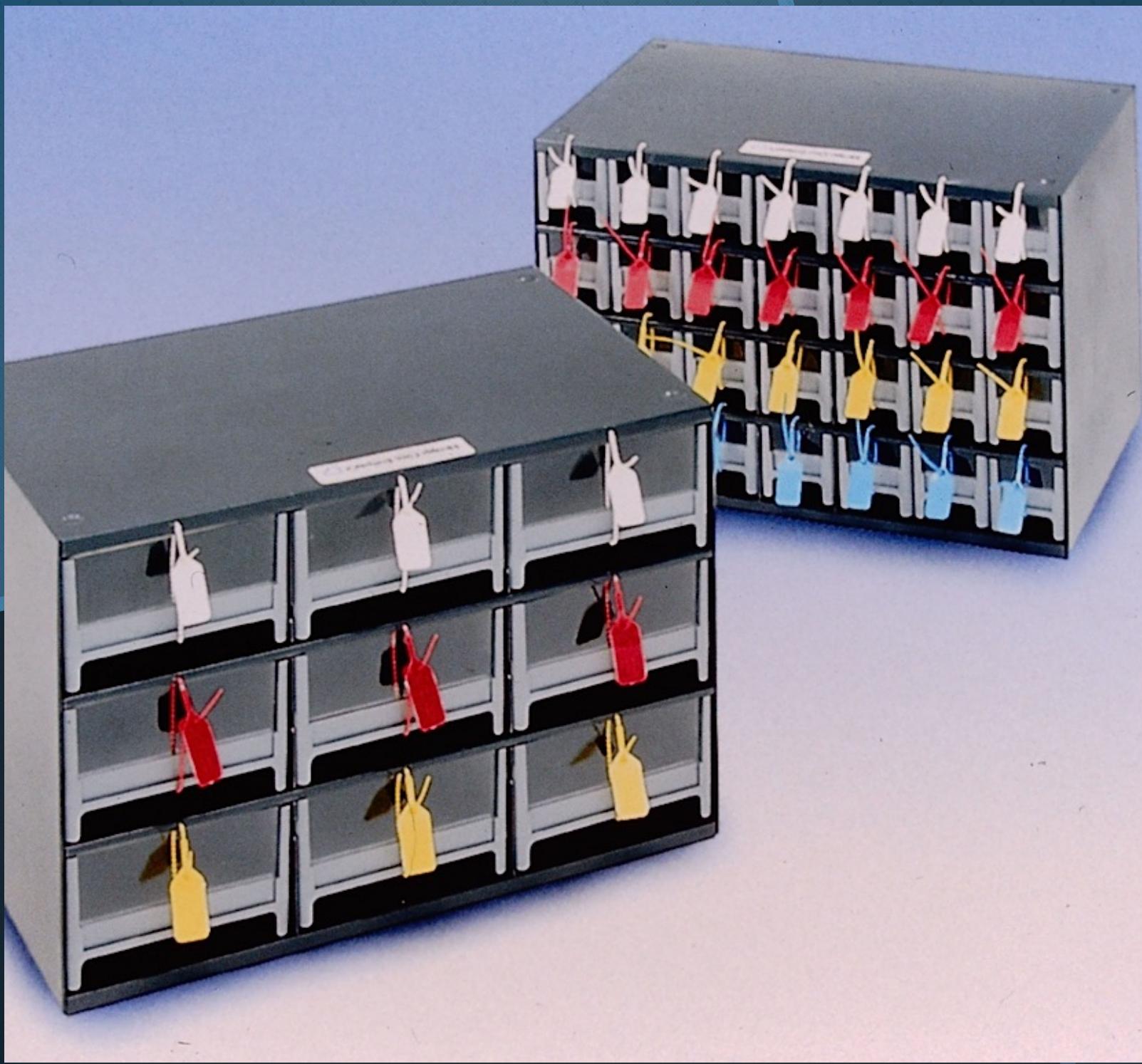
“If you think that you can or cannot do something, you are right” *Henry Ford*

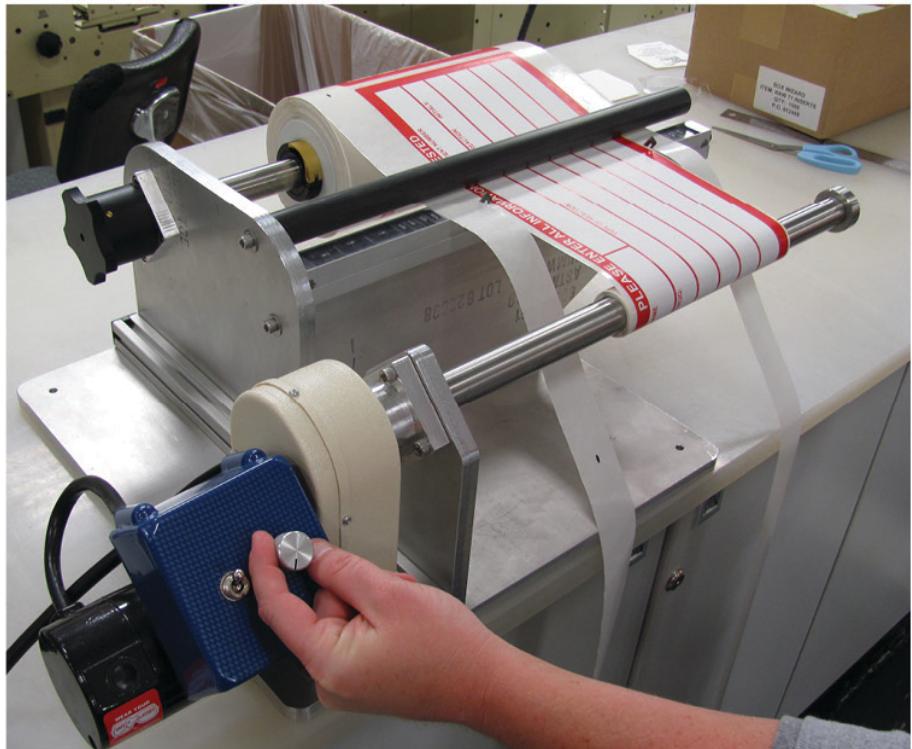
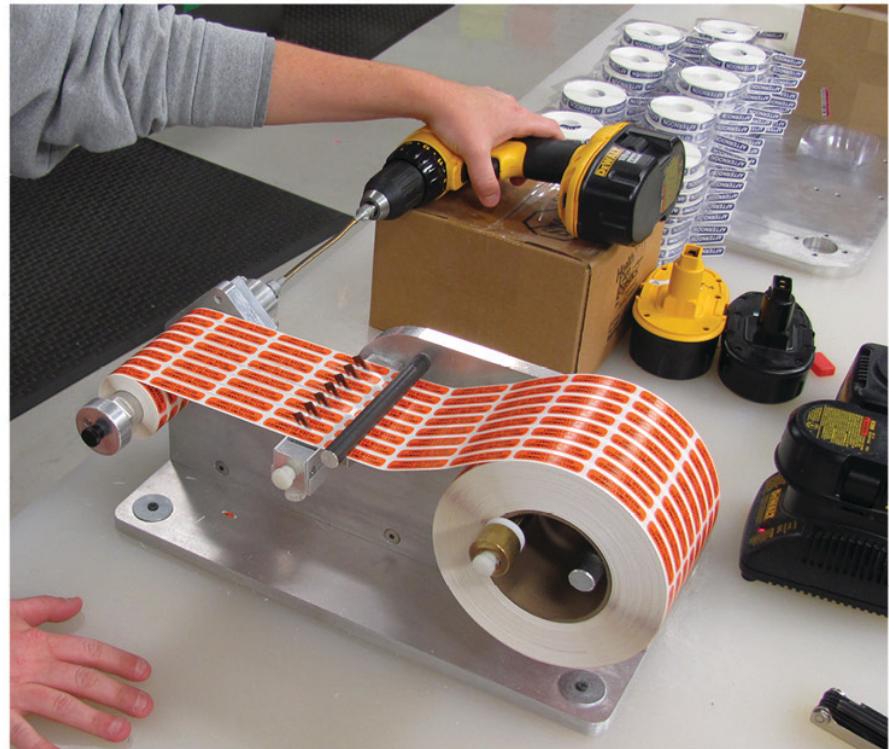
Find the “weird” part of your brain and develop it.

“Never, never, never, never, never, never give up” ... this was an entire speech by Winston Churchill.









When you are green, you are
growing.....

When you are not you rot.

If it is working keep doing it.
If it's not working stop doing it.

The future is not what it use to be.

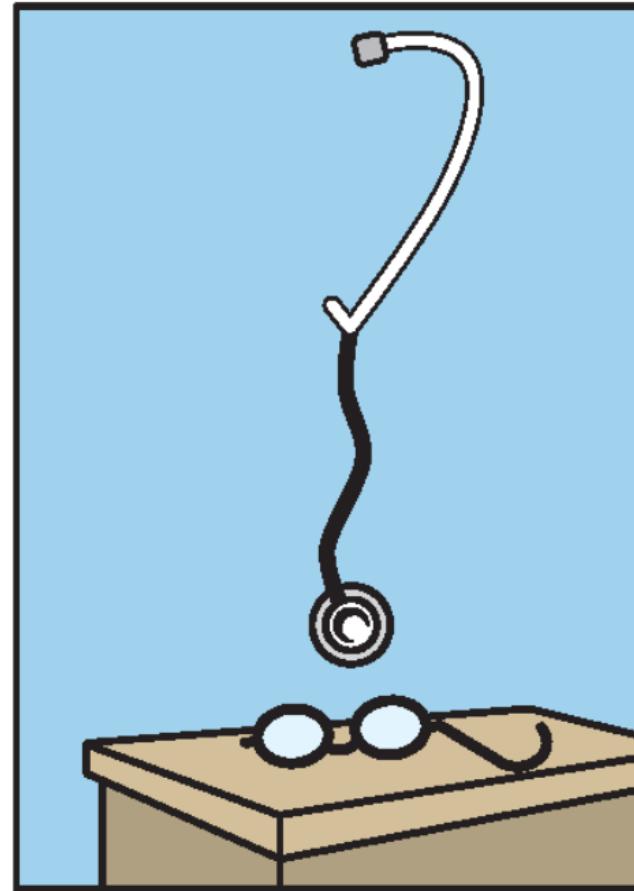
Seize the opportunities of time,
space and matter and you will create
the new economy....

If you don't keep up, you'll never
catch up.

Stan Davis from his book Future Perfect



Tracking Results?



Van Gogh's Stethoscope