

## 40 Ways to Rethink Your Business

1. Break apart
2. Remove
3. Miniaturize/super-size
4. Refill/reclaim
5. Merge
6. Embed
7. Partner
8. Outsourcing/intermediary
9. End-to-end
10. Sustainable/disposable
11. Customer channels
12. Off-peak/off-season
13. Silver linings
14. Integrality
15. Advanced technology
16. Goodwill
17. Extension
18. Creative branding
19. Reinvent
20. Reverse
21. Disrupt
22. Localize
23. Personalize
24. Upmarket/exclude
25. Life cycling
26. Niche targeting
27. Streamline
28. Contingency
29. Remove middleman
30. Invert
31. Shorten the process
32. Frequency
33. Expedite
34. Duplicate
35. Transparency
36. Flow
37. Empower
38. Decrease downtime
39. Increase feedback
40. Self-service