

# WILD CARD

## You Have No Time

You must now launch six months sooner than expected. You cannot miss your launch date. What new ideas can this challenge stimulate for your problem?

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## You Have No Manpower

Your internal resources have been taken away and your team has been completely disbanded. What new ideas do you come up with for your problem using only external or borrowed resources?

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## You Have No Money

Your budget has been cut in half. What new ideas do you come up with for your problem using only half the anticipated budget?

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## The Process Has Changed

You must now involve customers who fired you previously in the development process. Incorporating all their suggestions is tantamount to success. What are all the ways you include customer ideas to solve your problem?

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## The Market Has Shifted

Your top two competitors have merged. How does this challenge stimulate new ideas for your problem?

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## The Market Has Shifted

The economy is now in a deep recession. Customers are not spending at all. What are all the new ideas you have for your problem keeping this wild card in mind?

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## The Unorthodox Meeting

A key stakeholder has given you 10 minutes of his/her time to give the most unique, unorthodox solutions to your challenge. What are all the irresistible ideas that you could bring to this meeting that solve your problem?

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## Disconnect to Discover New Potential

During your planning, all computers, phones and technology are out of commission for one week. Using this as inspiration, what tech-free ideas do you generate to solve your problem?

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