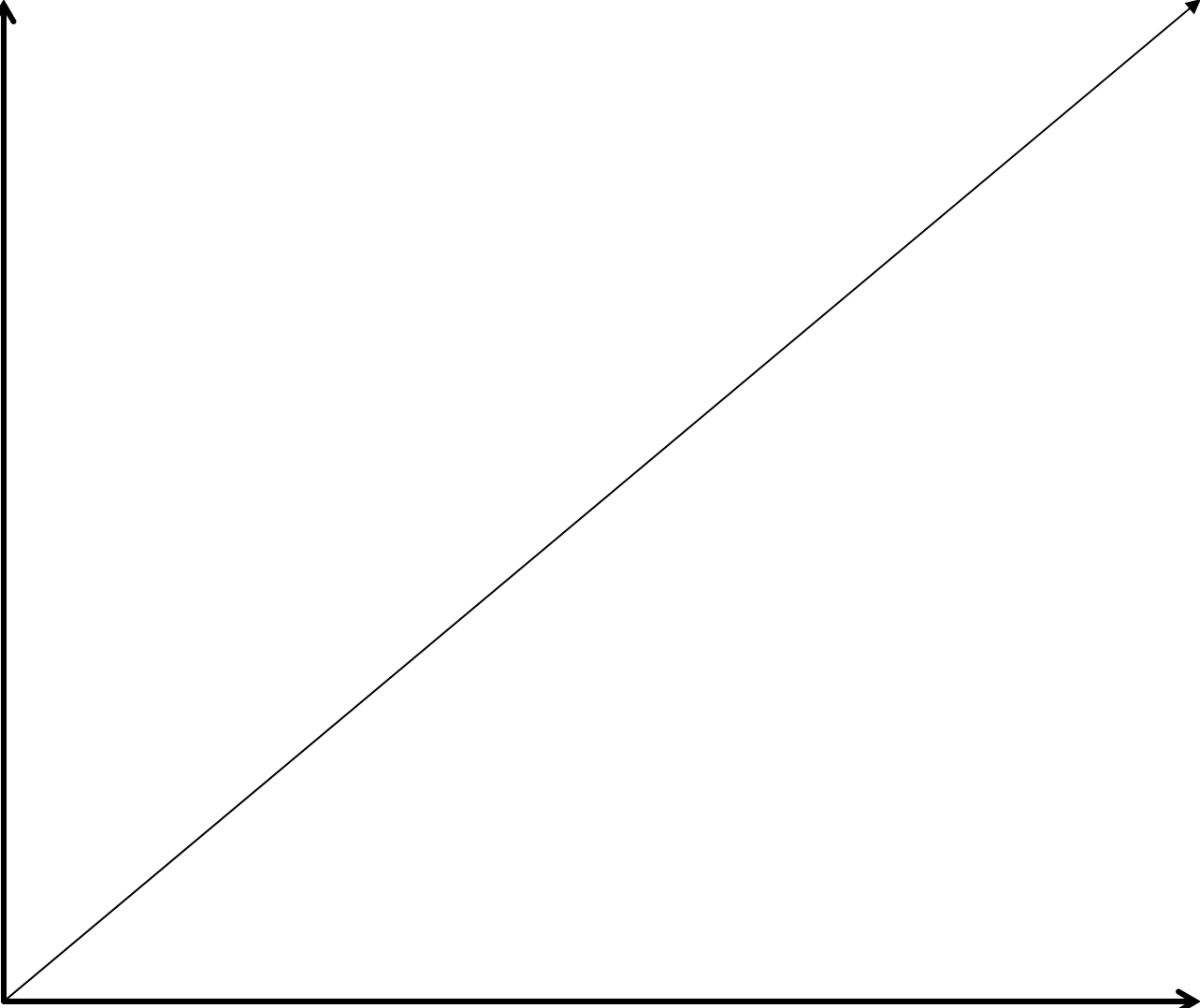


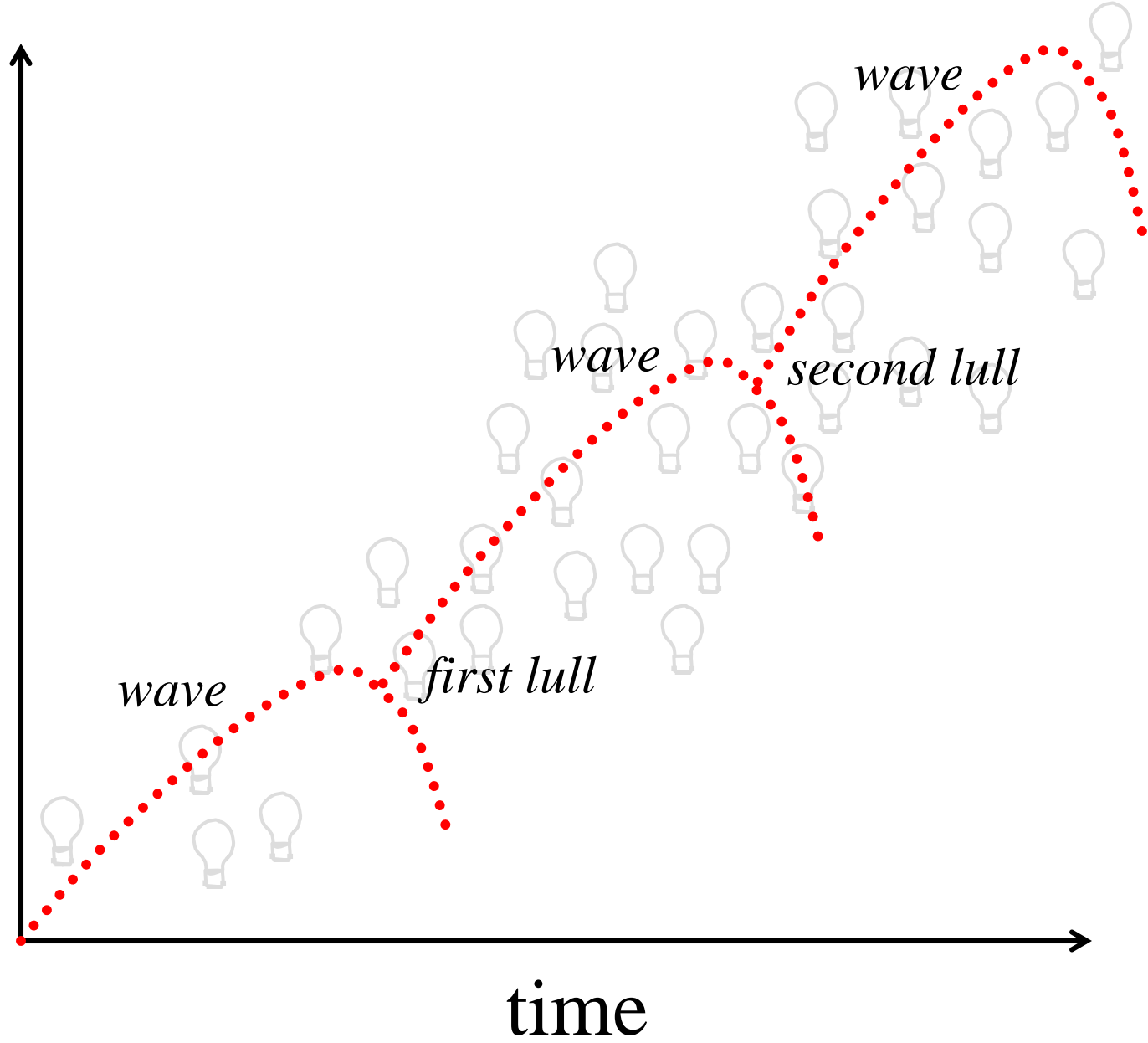
how to
design
a creative
culture

craziness

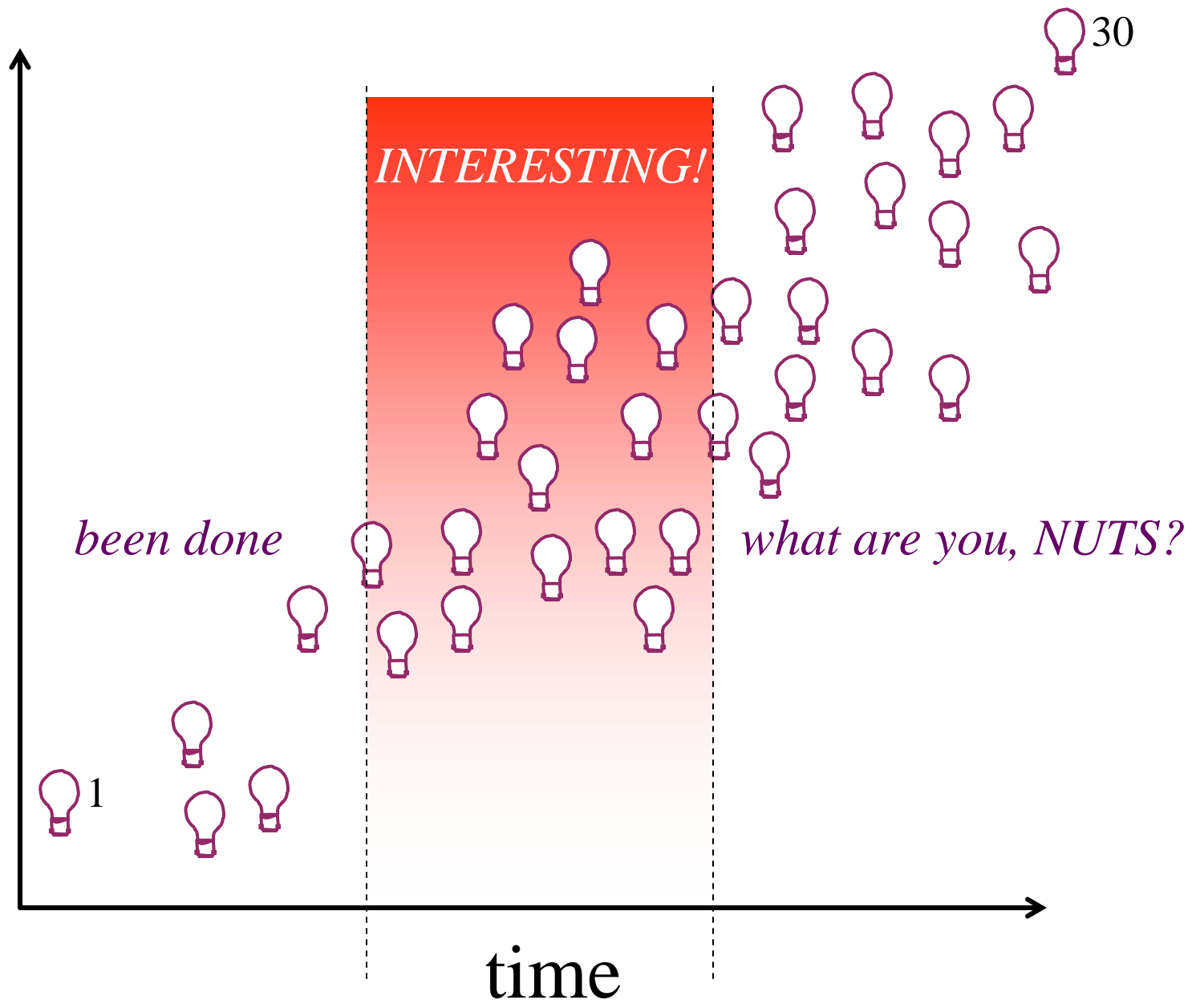


time

craziness



craziness



substitute?

modify?

combine?

magnify?

minify?

adapt?

reverse?

eliminate?

repurpose?

rearrange?





Combine

What else would you use at the same time?

Can we crossbreed it with other ideas?

Repurpose?

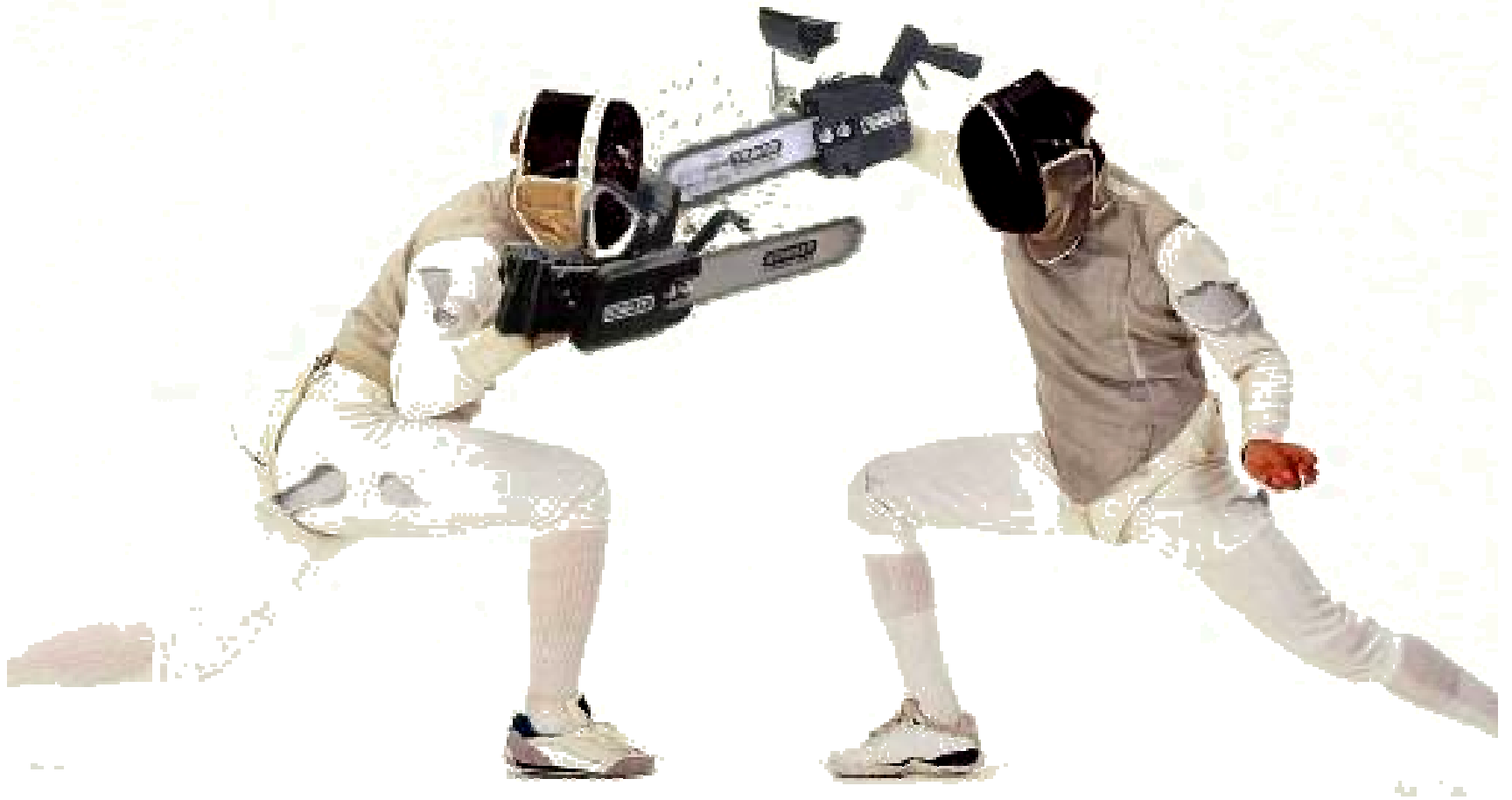
Forget what it was for,
what could it do?

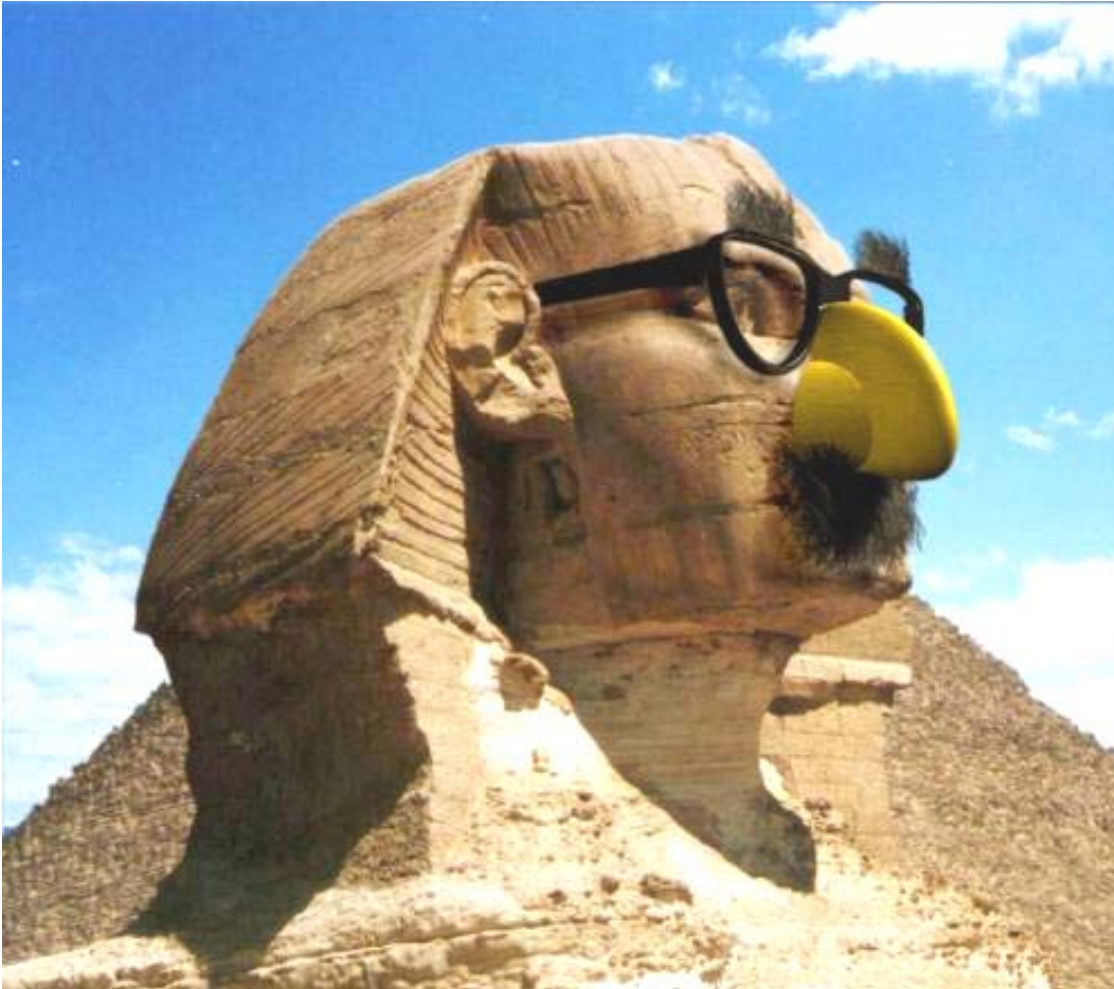
What else could you
do with it?



Substitute

What could you use instead of it?
What else could you use it for?





Adopt?

Can we pinch from
another idea?

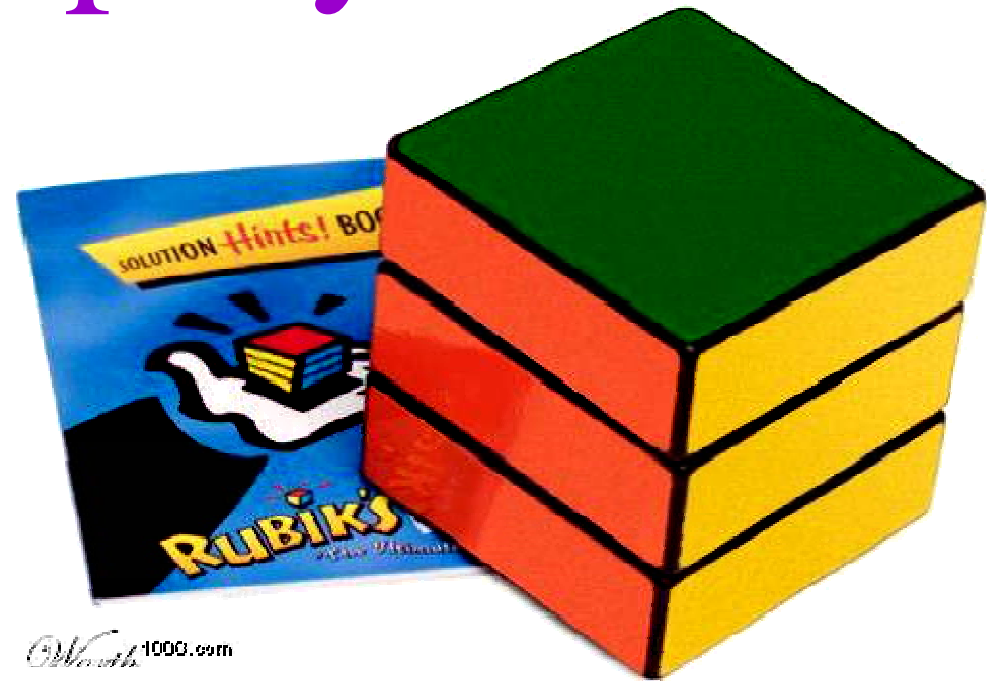
What else is like
this?



What would it be like if it was huge?
What if we just enlarged one bit?

Magnify?

Simplify?



Have we made it too damn hard?

Can we strip it down to a cleaner idea?

Modify?



Update the technology?
Any old assumptions we could lose?

Adapt?



How would it work somewhere else?
Can it become part of another thing?

Rearrange?



How many ways could we reconfigure it?

What isn't doing it's best where it is?

Minify?

What if it was tiny?
Could we shrink one bit?

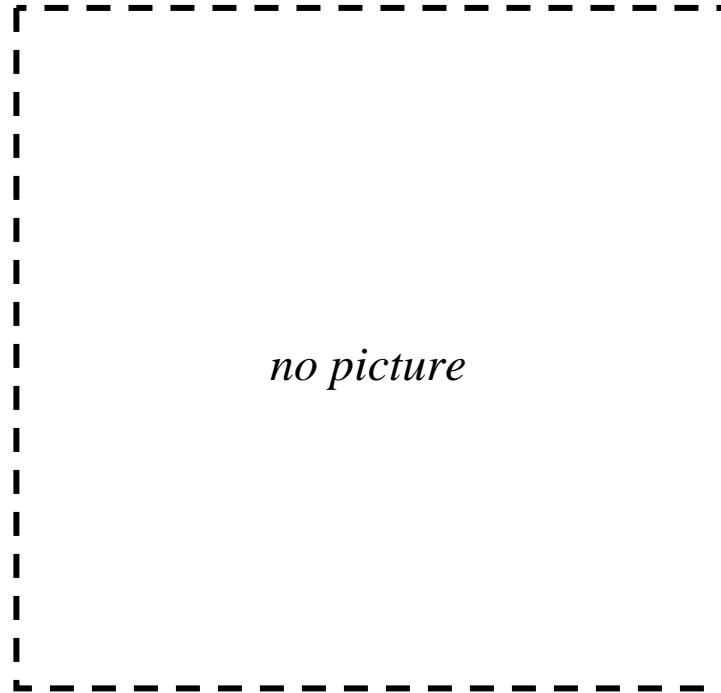


Reverse?

What if we did the
exact opposite?
Would it work
backwards?
Inside out,
upside down?



Eliminate?



What's weighing this idea down?

What would we do without it?

substitute?

modify?

combine?

magnify?

minify?

adapt?

reverse?

eliminate?

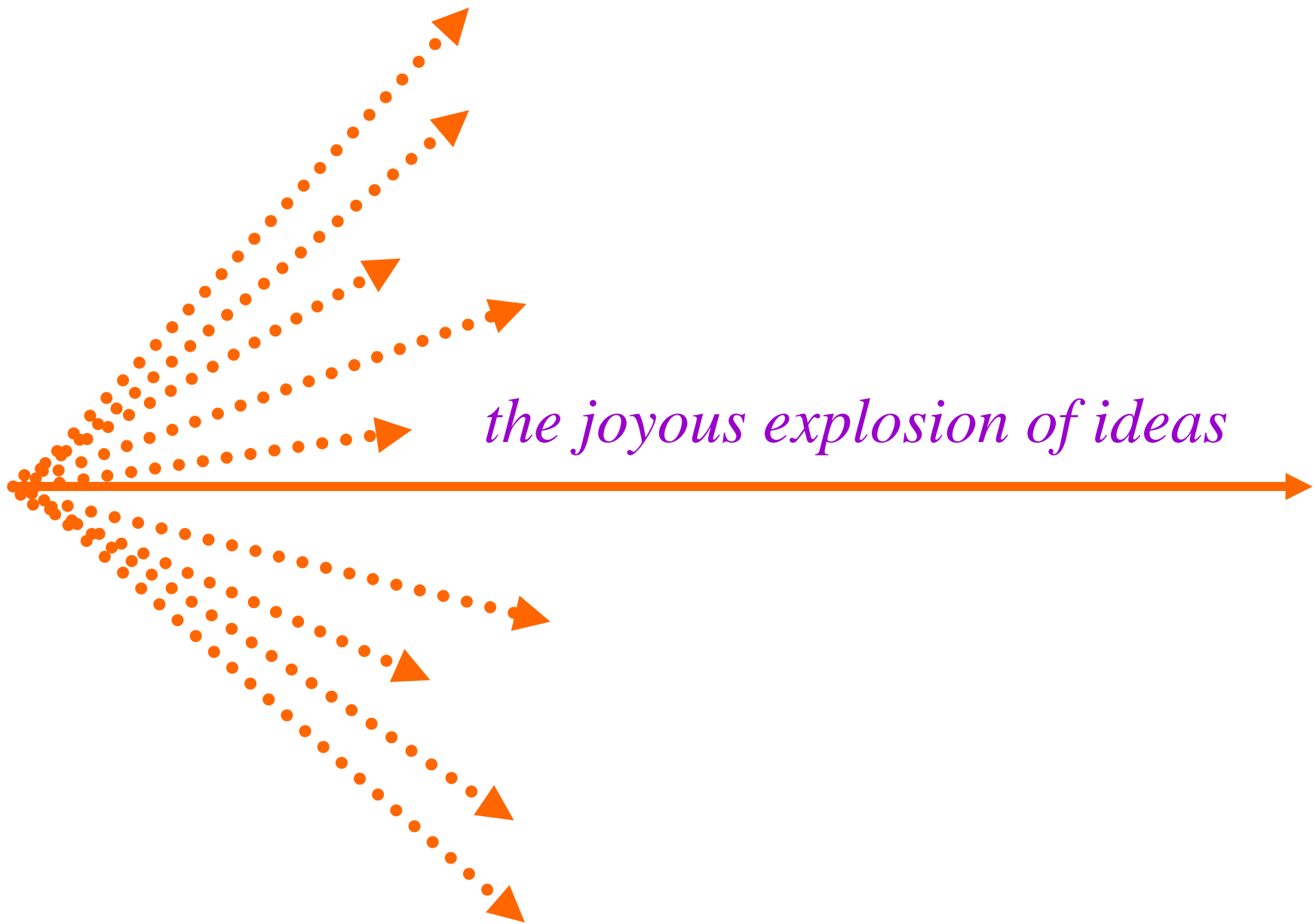
repurpose?

rearrange?



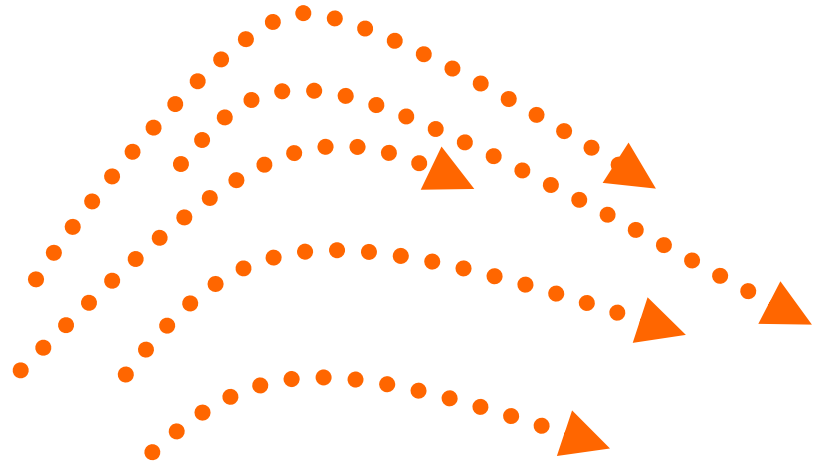
time



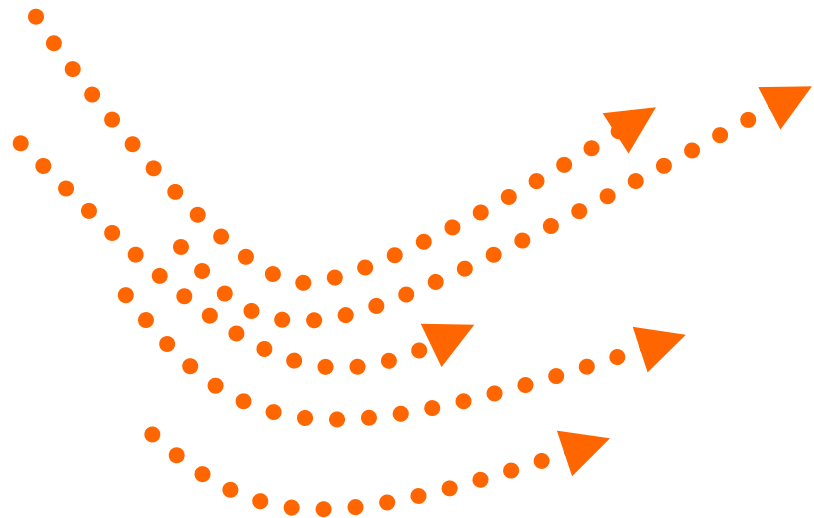


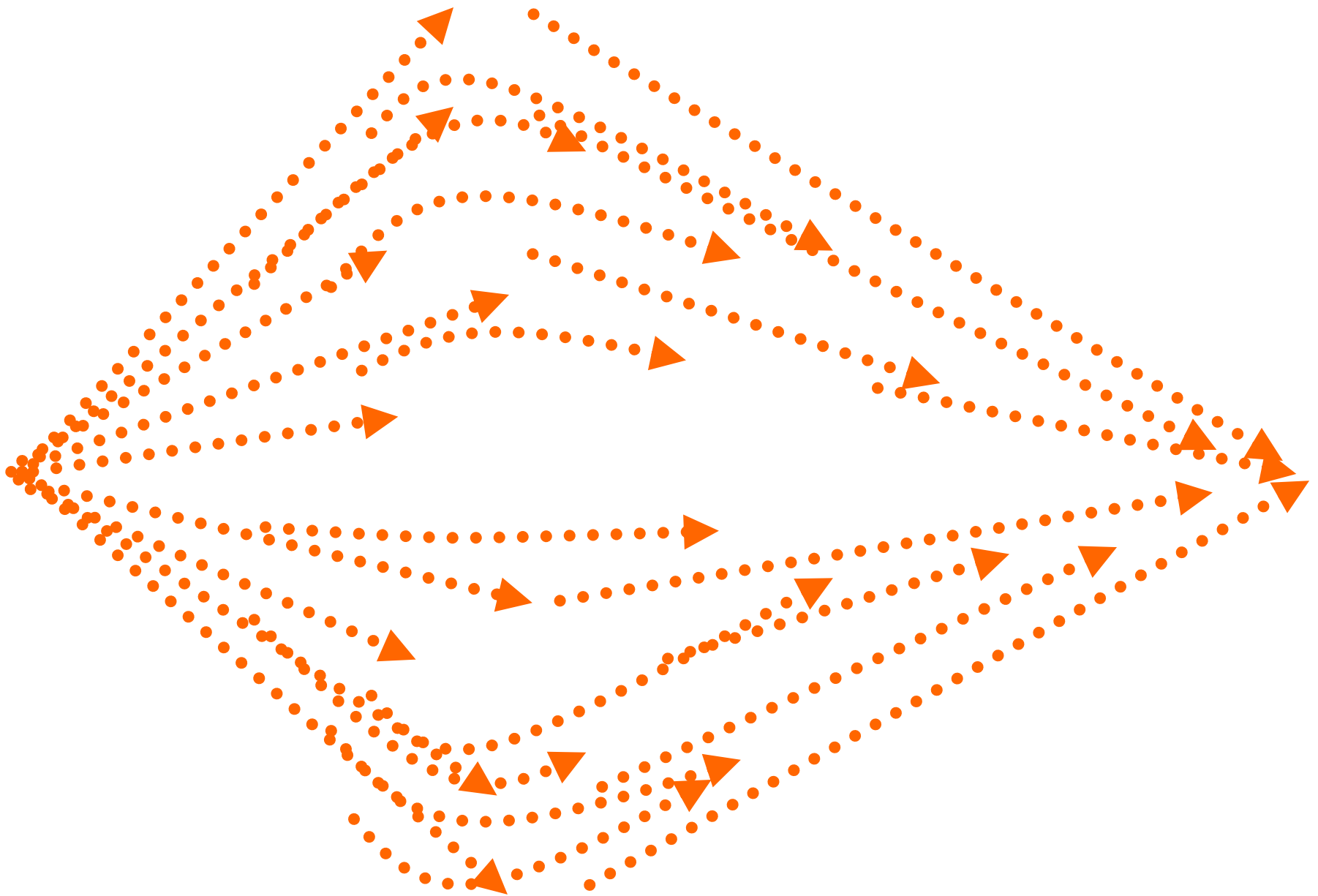
the joyous explosion of ideas

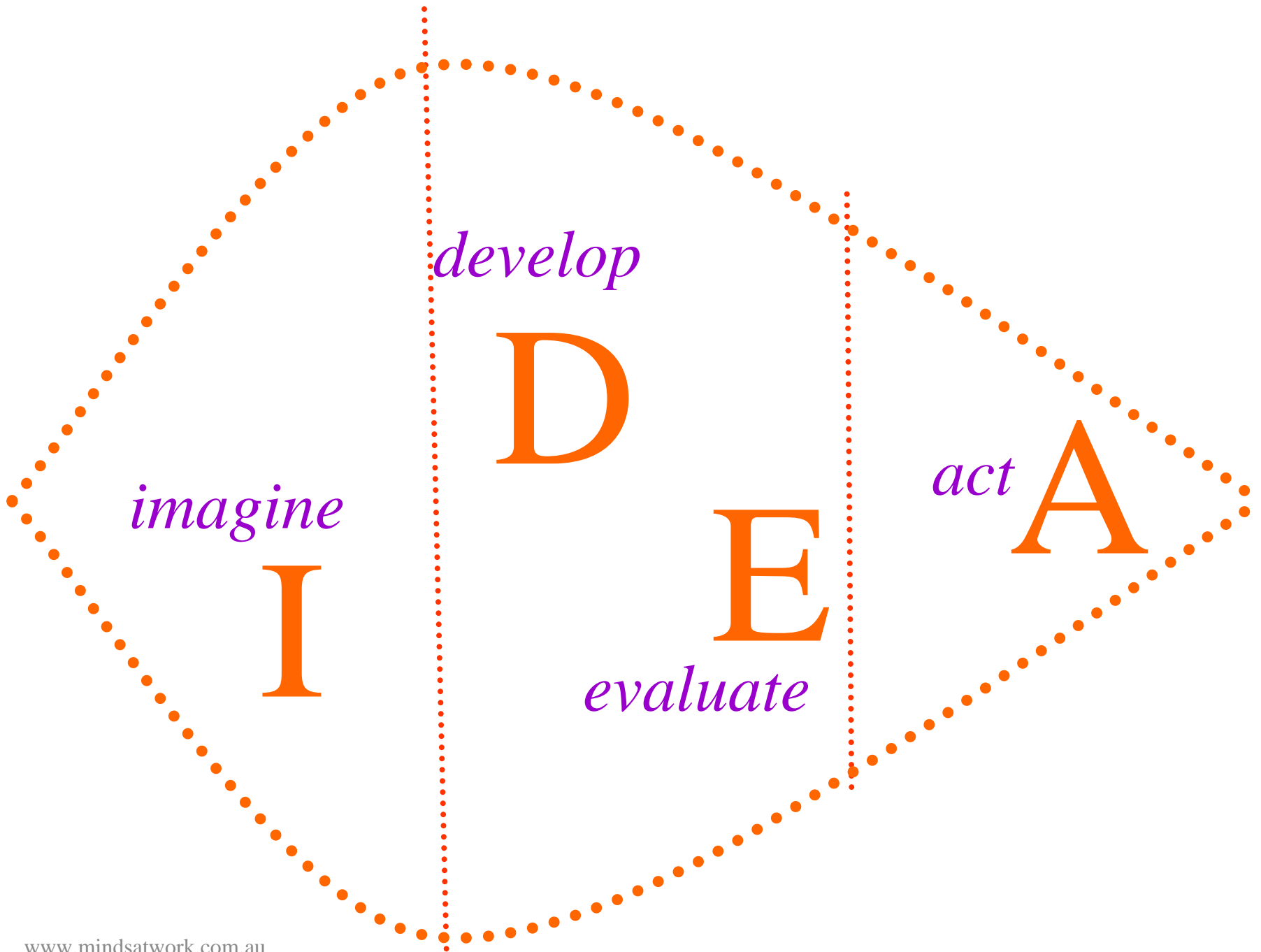
the painful crunch of limitations



the tricky switch from magic to logic







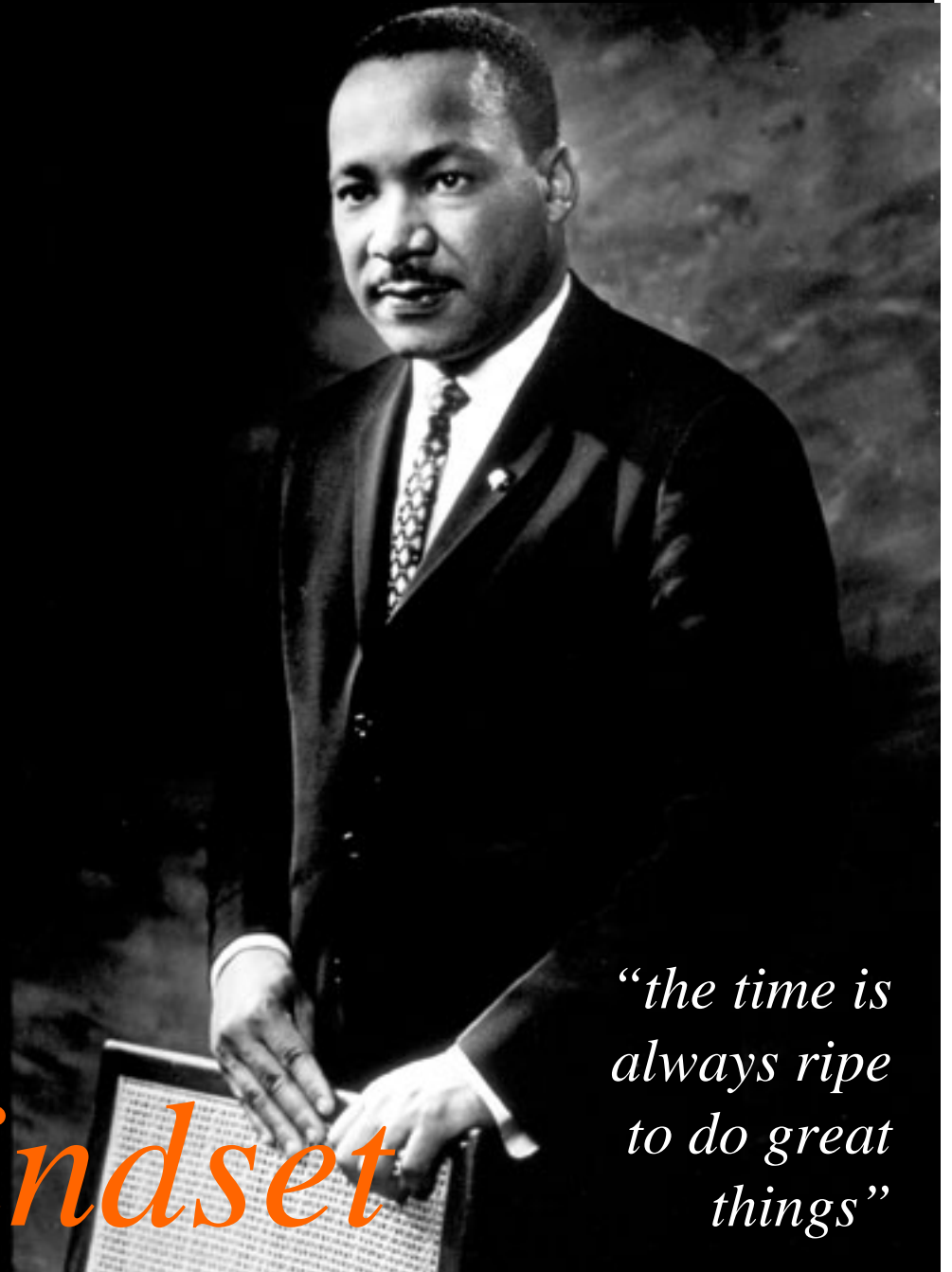
dreamer mindset



Open
Creative
Risk taker
Passionate
Innovative
Courageous
Unstructured
Self motivated
Unaccountable
Big picture thinker
A track record in ideas
Thinks beyond self interest



Brings realism to the process
Understands the dream
Creates the foundations
A bridge builder
Creative flair
Commercial
Translator
Structured
Organised
Practical
Logical
Patient



*“the time is
always ripe
to do great
things”*

designer mindset

the decider

Foresighted
A visualiser
Analytical
A judge
Fair



Objective
Balanced
A mediator
A packager
Diplomatic



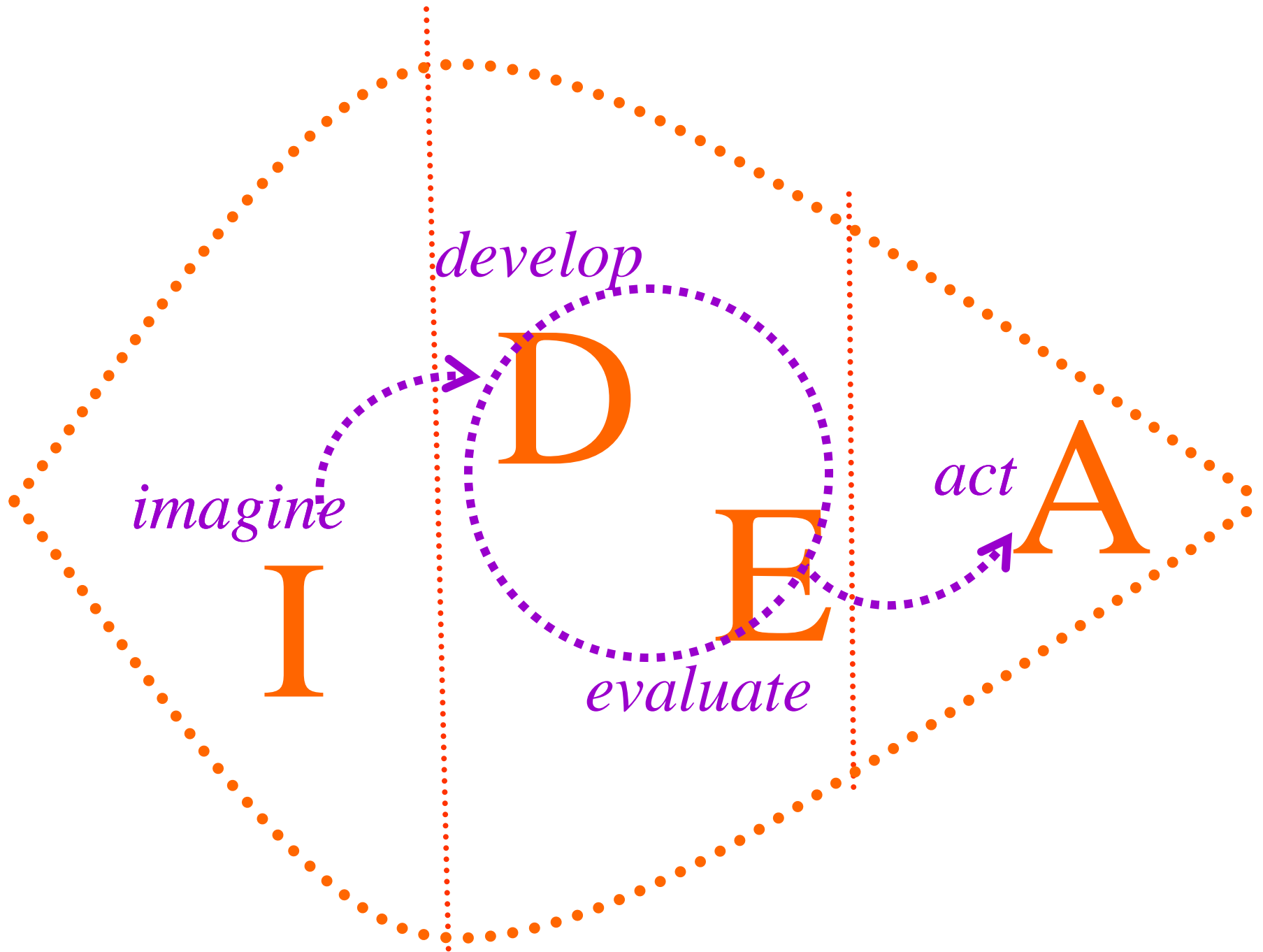
Authoritative
Rubberstamp

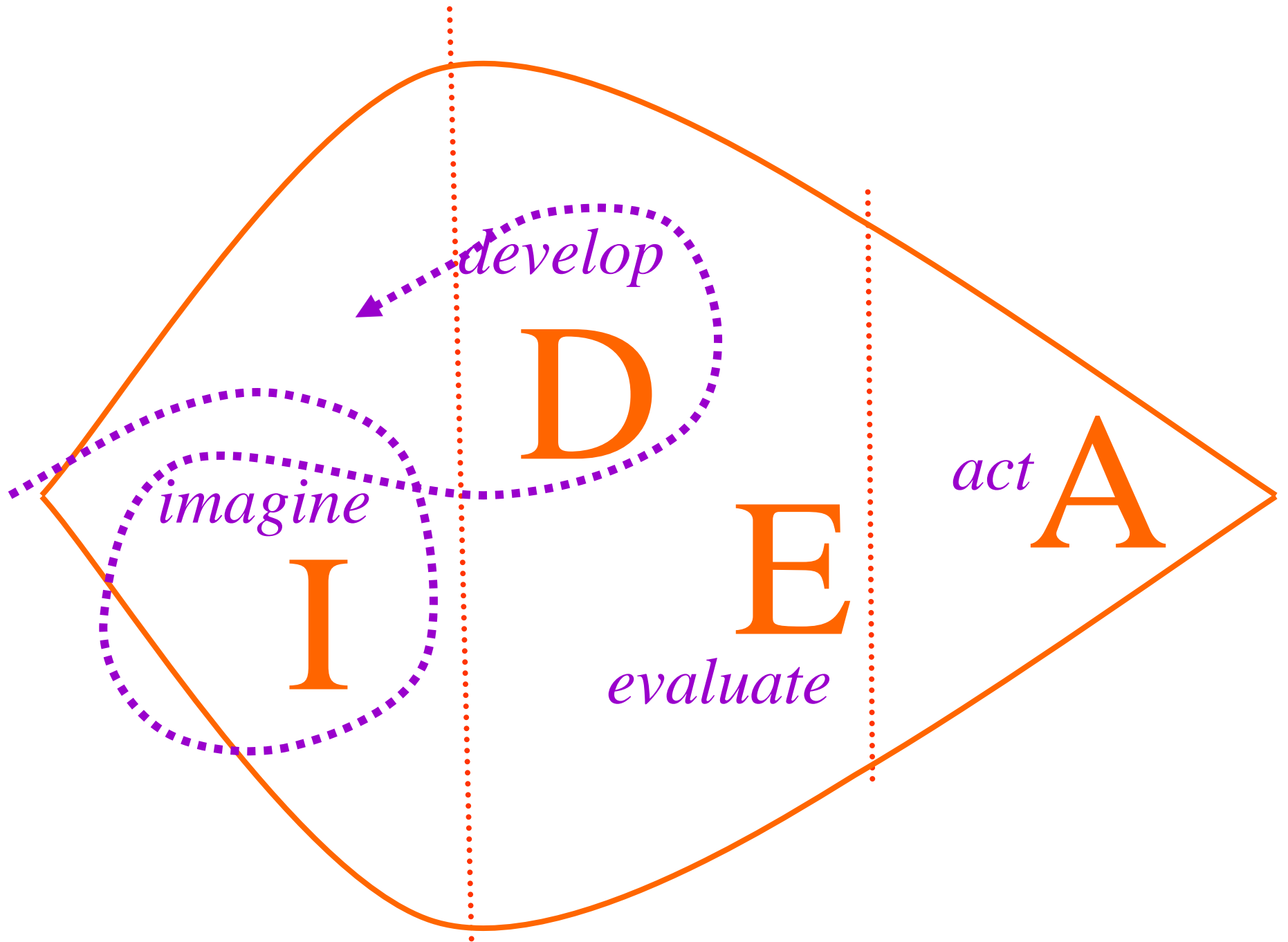
Point of no return

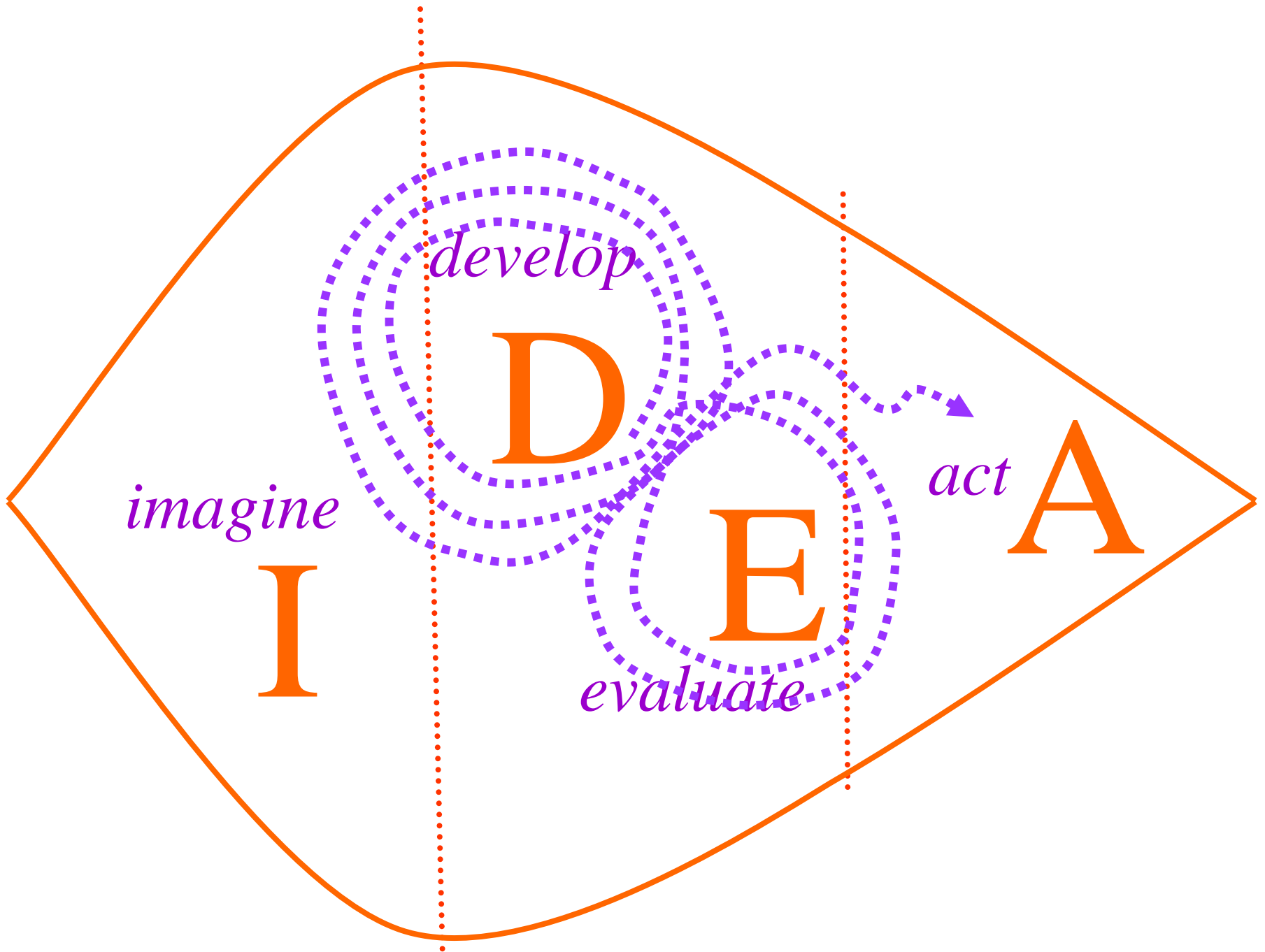
www.mindsatwork.com Apolitical but with political savvy

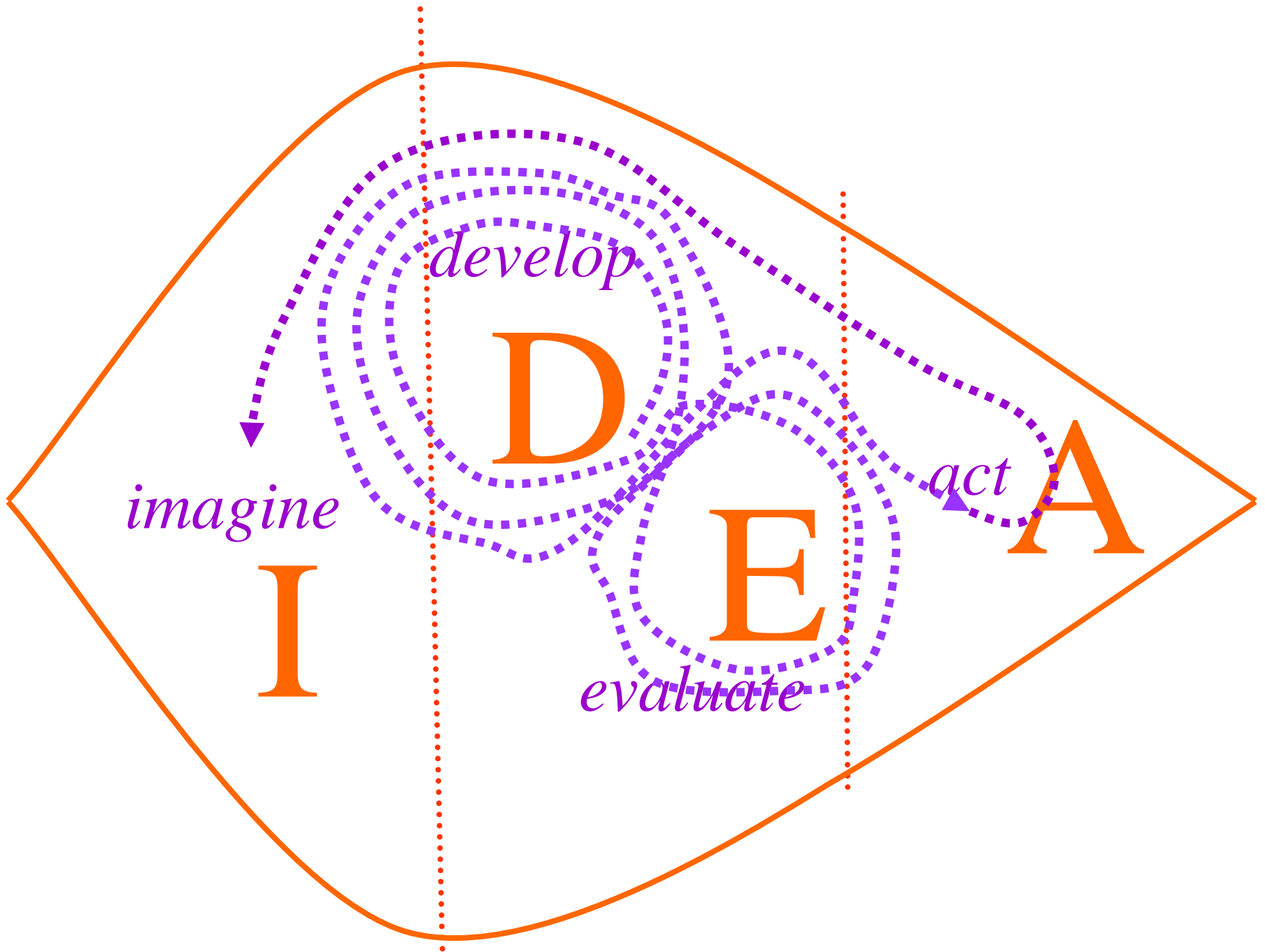
Critical
Evaluative
Realistic
Practical
Executor
Tenacious
A communicator
Disciplined
Detailed
Focussed
A proven completer
A reducer

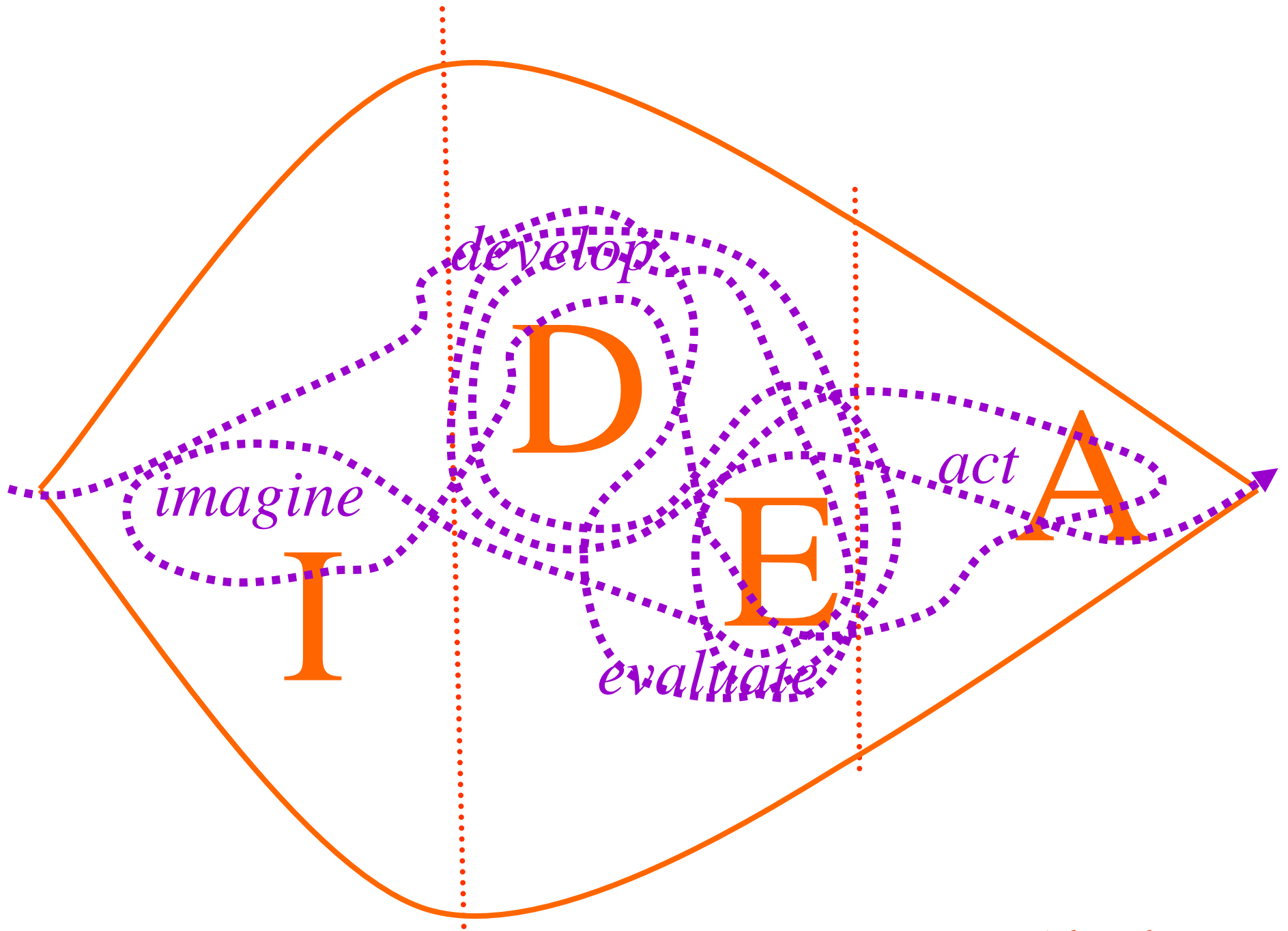


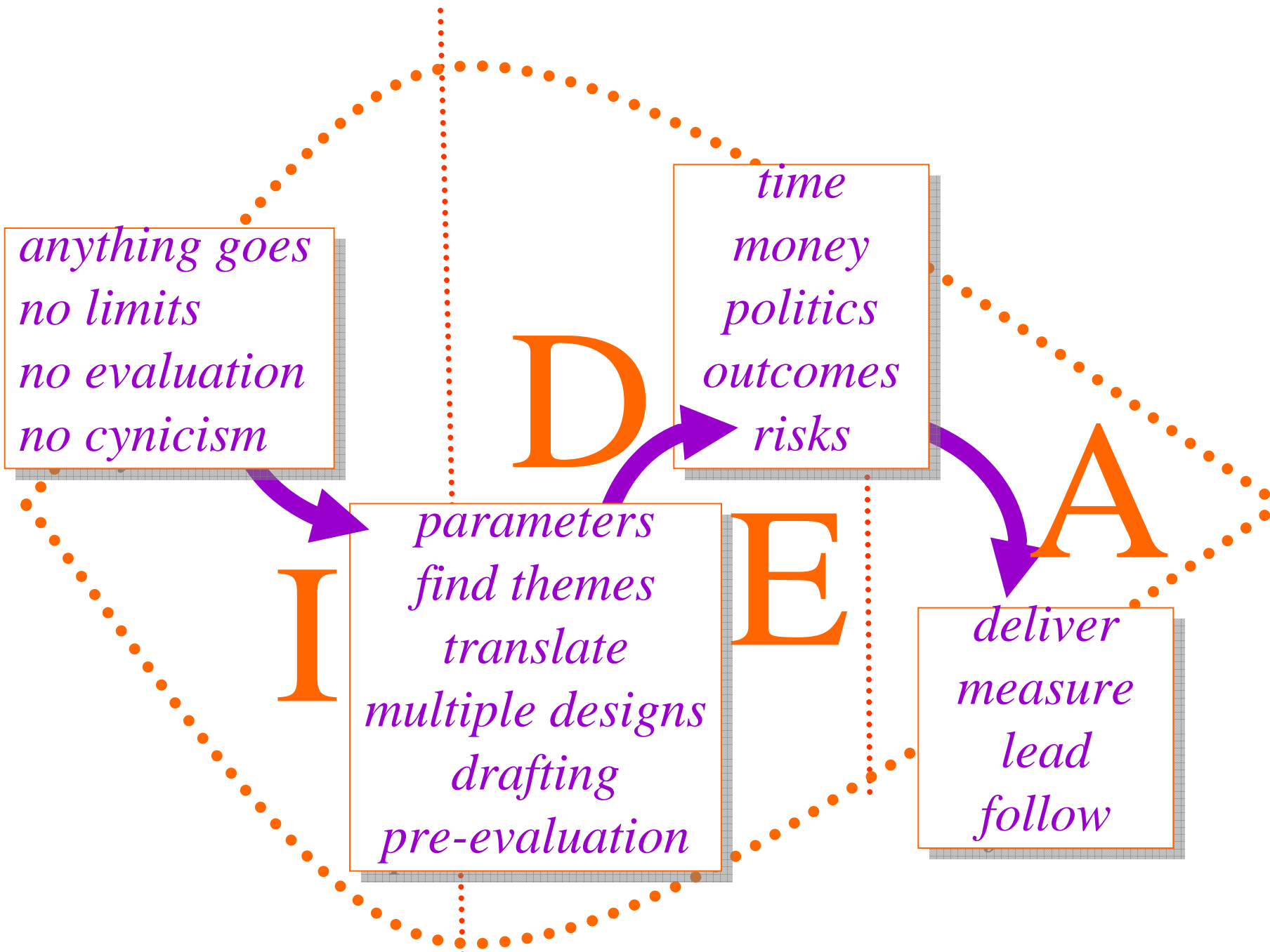




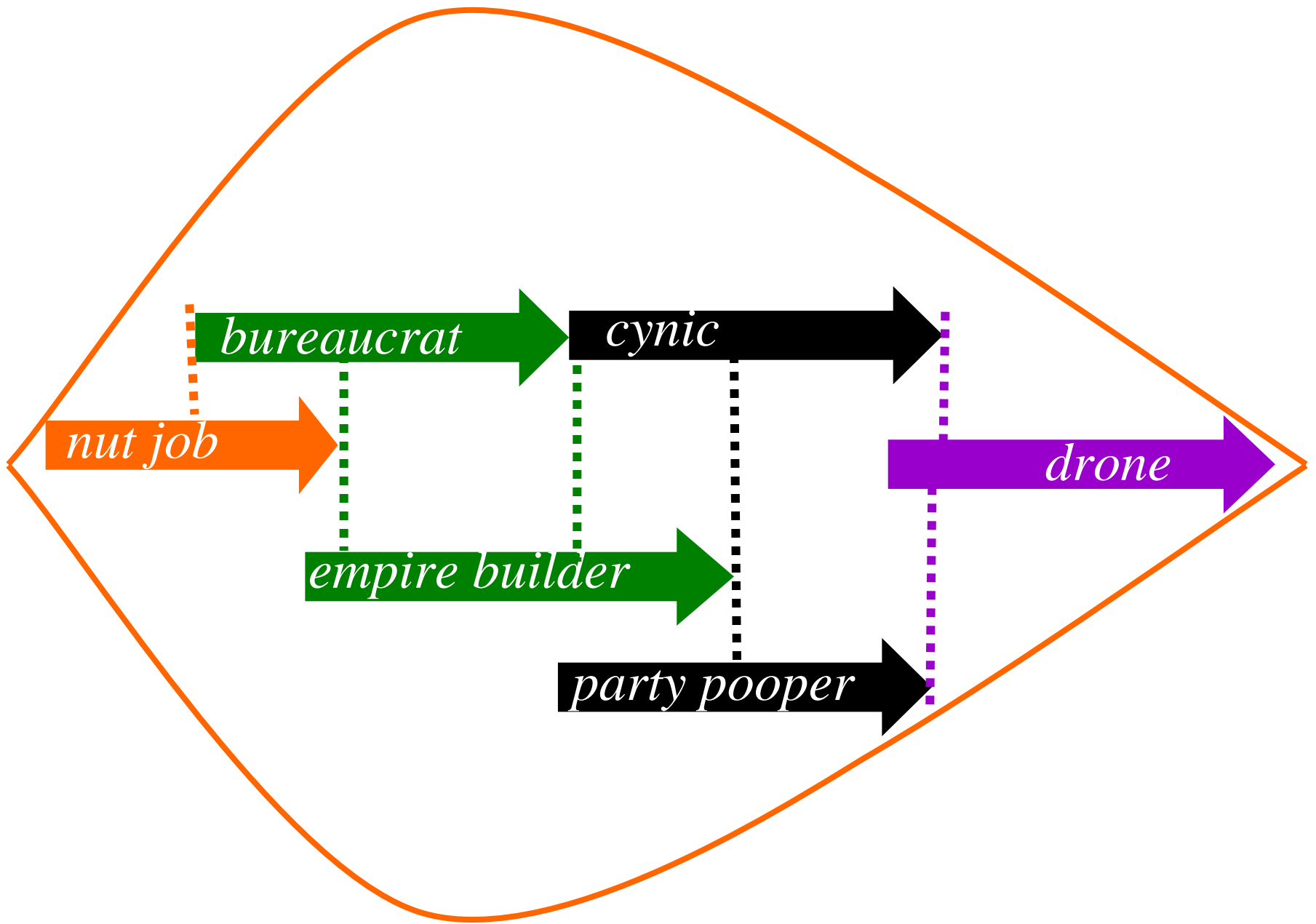












“we tried that once...”

“It’s been done!”

“now’s not the right time”

“It’s never been done!”

“It’s too complicated”

“It’s too simple”

“not our problem” “the boss will never go for it”

“get lost”

“if it’s such a
good idea
how come no-one’s
doing it?”



“you’re not paid
to think”

how to
design
a creative
culture