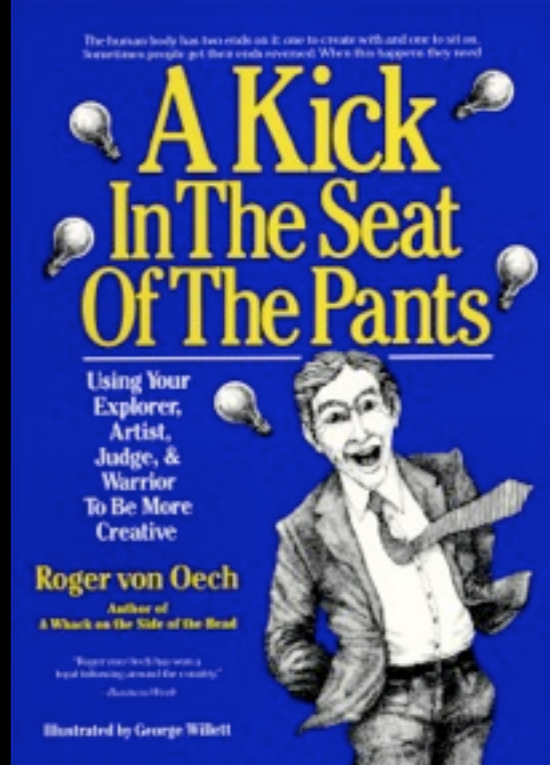
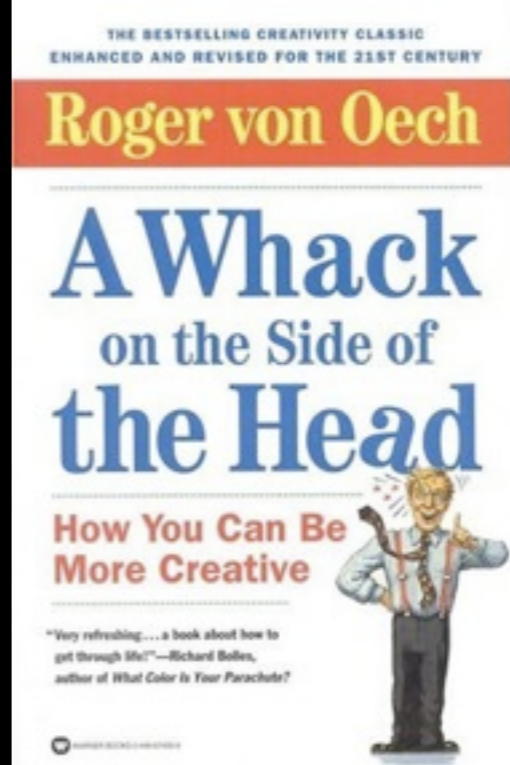
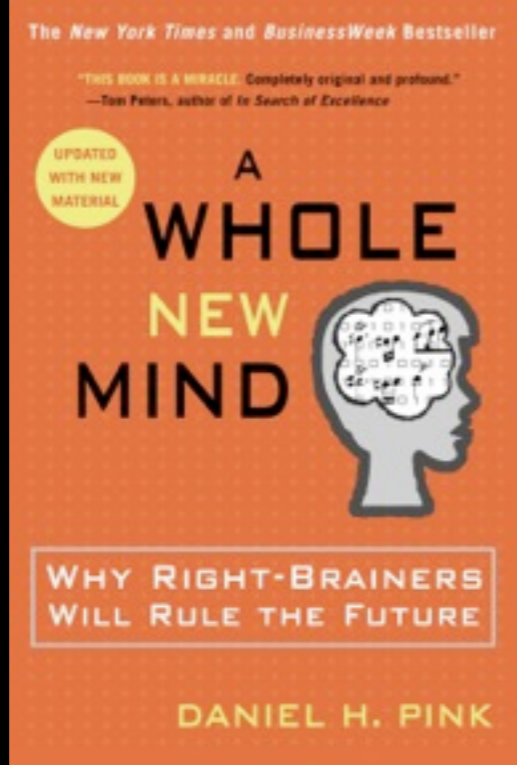
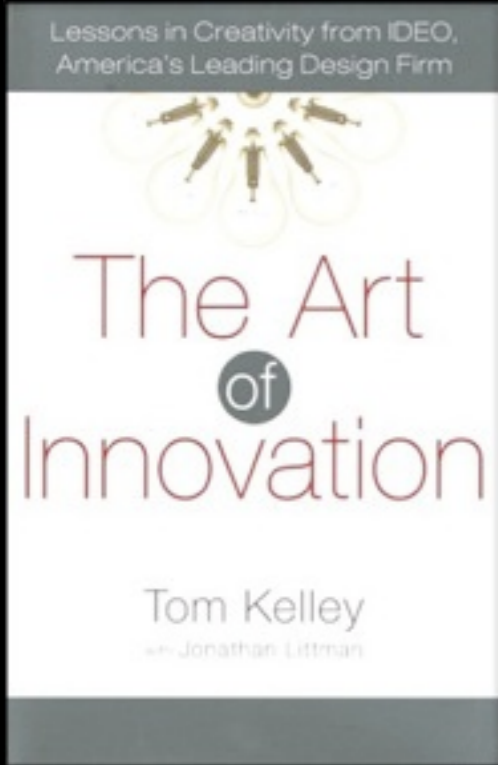


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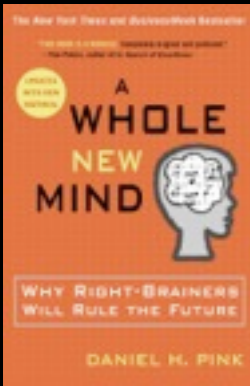




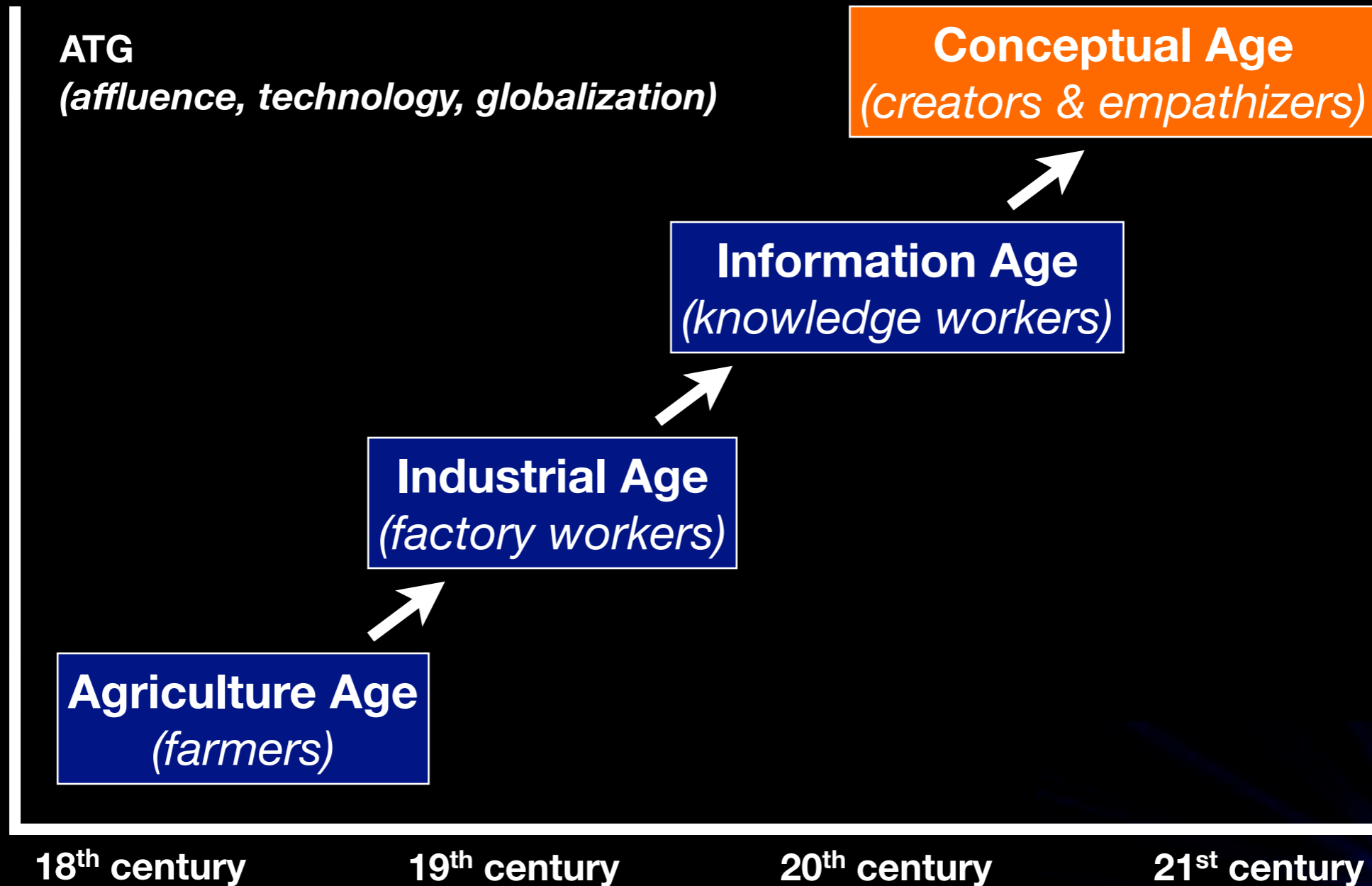


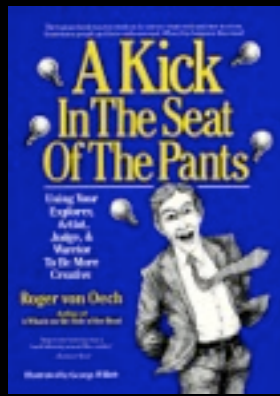
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From the Agriculture Age to the Conceptual Age

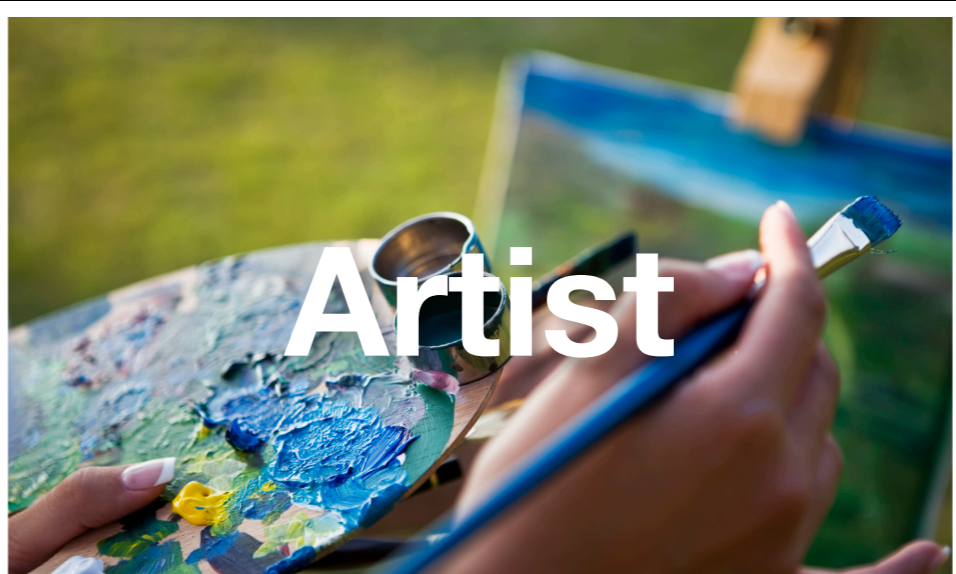




The Four Creative Roles



Explorer



Artist

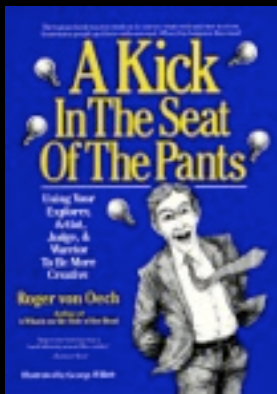


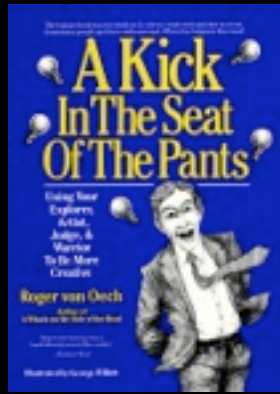
Judge



Warrior







An Exercise:

*What is the pattern?
Where would you put "K"?*

Group #1

A E F H I

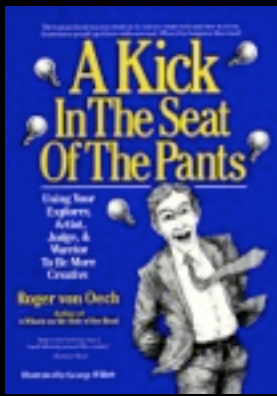
Group #2

B C D G J



explore



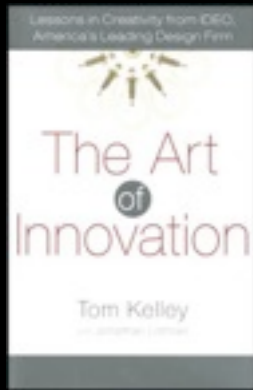




3 Letter Body Parts

Real		Slang
Arm	Ear	Abs
Eye	Gum	Bum
Hip	Jaw	Lat
Leg	Lip	Pec
Rib	Toe	Zit

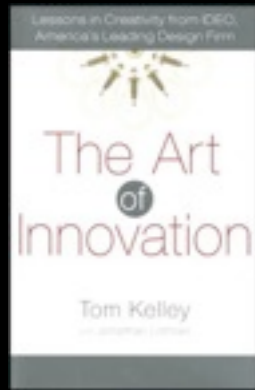




Seven Secrets for Better Brainstorming

- 1. Sharpen the Focus***
- 2. Playful Rules***
- 3. Number Your Ideas***
- 4. Build and Jump***
- 5. The Space Remembers***
- 6. Stretch Your Mental Muscles***
- 7. Get Physical***





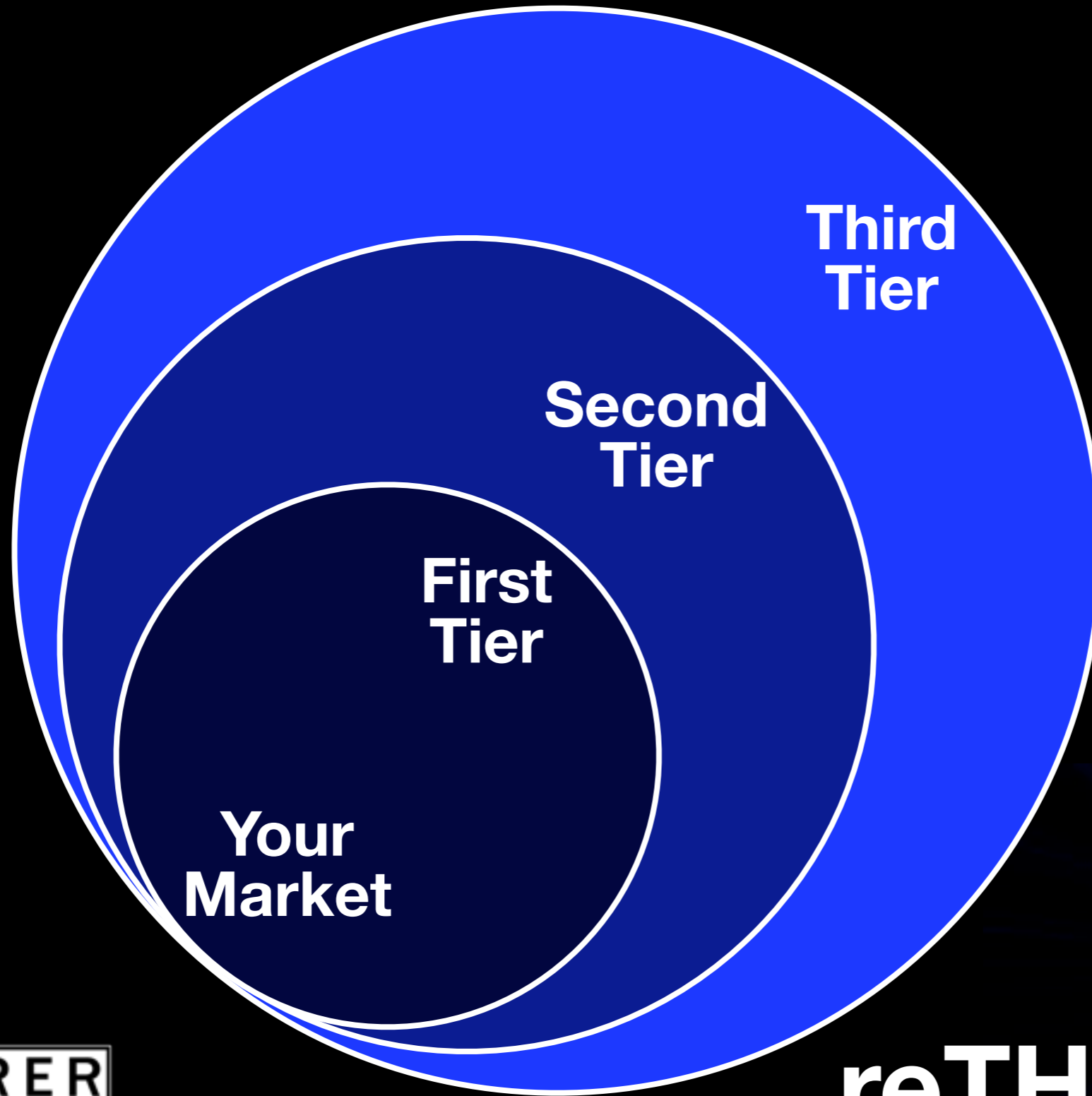
Six Ways to Kill Brainstorming

- 1. The Boss Gets to Speak First*
- 2. Everybody Gets a Turn*
- 3. Experts Only Please*





The Three Tiers of Noncustomers

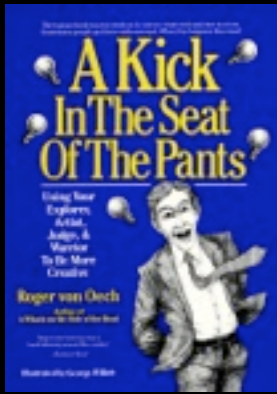


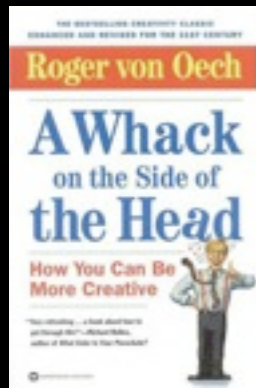


Six Ways to Kill Brainstorming

- 1. The Boss Gets to Speak First*
- 2. Everybody Gets a Turn*
- 3. Experts Only Please*
- 4. Do It Off-Site*
- 5. No Silly Stuff*
- 6. Write Everything Down*

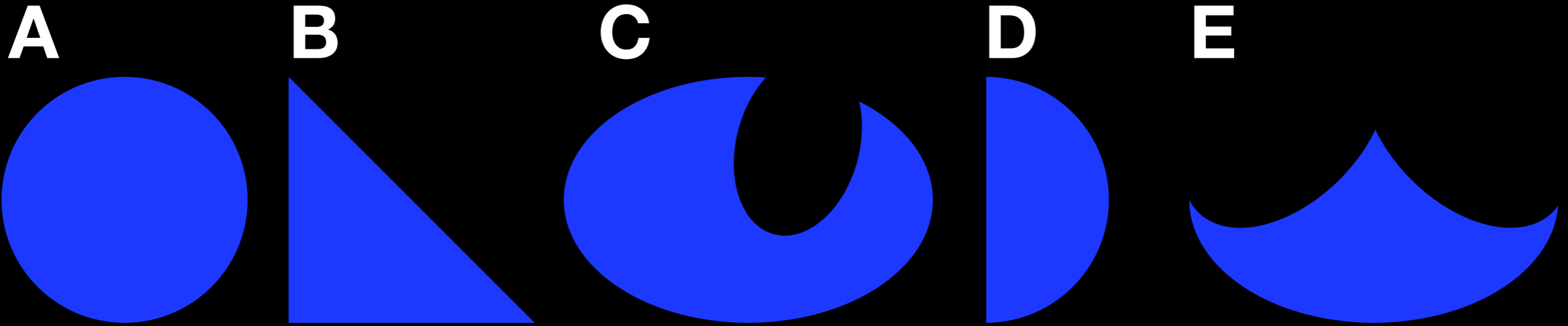






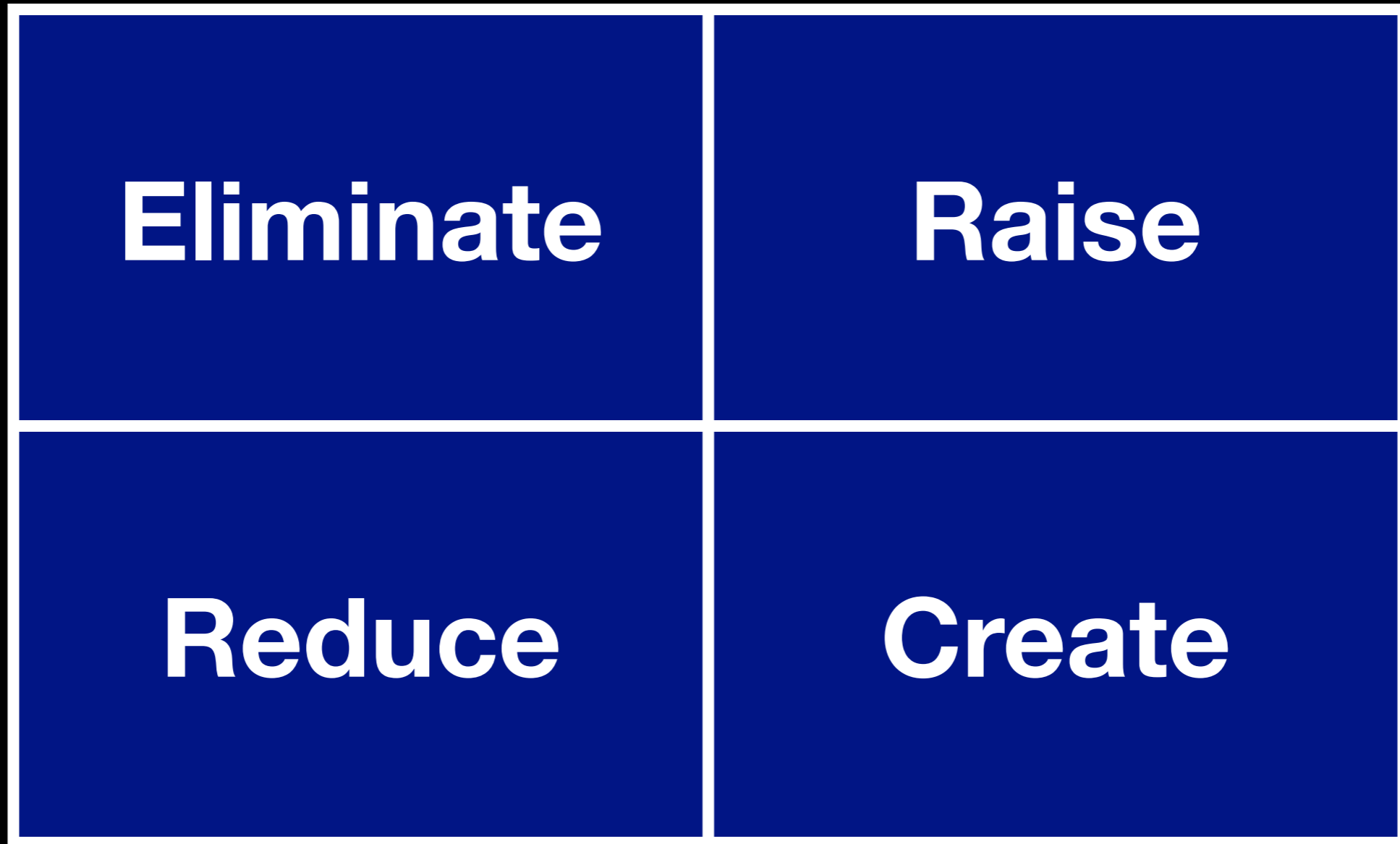
An Exercise:

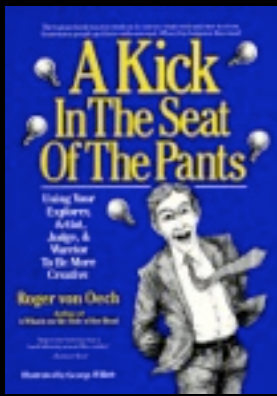
Select the object that is different from the others





Four Actions Framework





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Tell Your Story





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