

Cross-industry cheat sheet



YOUR INNOVATION CHALLENGE		describe your innovation subject		do you focus on the right things?	
1	YOUR INNOVATION CHALLENGE	→		→	
2	THE ART OF QUESTIONING	→		→	
3	SOMEONE ELSE HAS SOLVED YOUR PROBLEM	→		→	
4	INSPIRING INDUSTRIES & SMART SECTORS	→		→	
5	WWXD? WHAT WOULD X DO?	→		→	
6	YOUR BUSINESS CHALLENGES	→		→	
7	THE POWER OF THE UNEXPECTED	→		→	
8	REMIX YOUR INDUSTRY	→		→	
9	GO OUT!	→		→	

