

YES

AVOID: YES, BUT... IT ALREADY EXISTS, OUR CUSTOMERS WON'T LIKE THAT, I'M NOT CREATIVE, THE MARKET IS NOT READY YET, IT'S TOO DIFFICULT, WE ARE TOO SMALL, NO BUDGET, LET'S BE REALISTIC, ETC...

NO IDEAKILLERS

KNOW THAT THE IMPOSSIBLE IS ONLY TEMPORARY
OUT OF THE BOX OR OUT OF BUSINESS?

BELIEVE 200% IN YOUR IDEAS **DREAM BIG**

SUSPEND JUDGEMENT **START SMALL**

EVERY PROBLEM CAN BE **TRANSFORMED** INTO AN **OPPORTUNITY**

DON'T GET STUCK IN THE TRAP OF MEDIOCRITY

D I V E R G E

FIND A SECOND SOLUTION

AND A THIRD... AND A FOURTH... AND A FIFTH... AND A SIXTH...

AND A SEVENTH... AND A THIRTIETH... AND A NINETY NINTH...

THE INTERESTING STUFF
HAPPENS OUTSIDE YOUR
COMFORTZONE

TAKE A DIFFERENT PERSPECTIVE

THINK IN ALTERNATIVES

LOOK AROUND AND USE THE WEIRDEST OBJECT IN YOUR SIGHT AS INSPIRATION TO GET NEW IDEAS

WHAT IF?

WHAT WOULD STEVE JOBS, GANDHI, SUPERMAN,
A CHILD OF SIX OR YOUR NEIGHBOUR DO?

IMAGINE

MAKE NEW ASSOCIATIONS!

BREAK, BURN OR BAN THE BOX

EXPLORE THE WORLD AND IMMERSE YOURSELF IN NEW CULTURES

ACT

A NEARLING IS A POSITIVE WORD FOR SOMETHING
NEW THAT WAS DONE WITH THE RIGHT INTENTIONS,
WHICH HAS NOT -YET- LED TO THE RIGHT RESULTS.

SHOW UP IN THE ARENA

EVERYDAY

LIFE IS AN EXPERIMENT

IT'S EASIER TO ASK FORGIVENESS

BECOME A PASSION-A-HOLIC

THAN IT'S TO ASK PERMISSION

EXPLORE

START ANYWHERE... JUST **START**. DARE TO STOP

BE AMAZED

HAVE THE GUTS TO LET GO OF CONTROL

GO FOR **NANO-IDEAS**. TAKE THE NEXT SMALL STEP

FAIL FAST, OFTEN AND FORWARD

THERE'S ONLY ONE MOMENT TO DECIDE
TO CHANGE YOUR LIFE. LIFE IS SHORT

CHANGE THE WORLD

(AND START WITH YOURSELF)

CHOOSE LIFE

NOW