

**Narrative Workshop Series** 

jkolko@wonderfulnarrative.com

# How is a circus like a murder?

3

#### Potential answers:

It isn't They are both words They are both in the same sentence They both have six letters They both involve people They both are somewhat rare occurrences

 $\bullet \bullet \bullet$ 

# How is a circus like a murder? They are both intense.

Why are jokes funny?

### How is a circus like a murder? They are both intense.

Not funny answers	Funny answers					
lt isn't	They are both intense					
They are both words	In both, you can go straight to the juggler					
They are both in the same sentence	They're all about Ringling their necks					
They both have six letters	They can happen when you clown around					
They both involve people						

They both are somewhat rare occurrences

Why are jokes funny?

### How is a circus like a murder? They are both intense.

#### Not funny answers

lt isn't

They are both words

They are both in the same sentence

They both have six letters

They both involve people

They both are somewhat rare occurrences

- Accurate
- Logical
- Predictable
- Expected
- Obvious ahead of time

#### **Funny answers**

They are both intense

In both, you can go straight to the juggler They're all about Ringling their necks

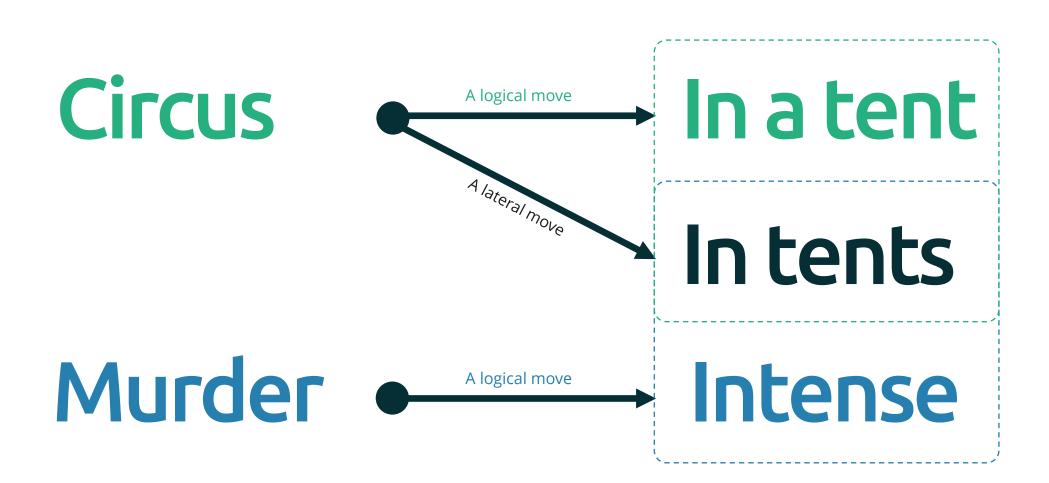
They can happen when you clown around

- Inaccurate (language-play)
- Illogical
- Unpredictable
- Unexpected
- Obvious after the fact

6

Narrative Workshop Series August 8, 2023

Why are jokes funny?



# "Explaining a joke is like dissecting a frog. You understand it better, but it dies in the process."

E.B. White

Developing new ideas

# Innovations emerge through a process of lateral thinking—by looking at things sideways.

We've leveraged the data to insight process in order to create tacit knowledge of the problem, and to identify opportunities.

Now, we'll build on the insights we've created by combining insights with patterns: by looking at things in new ways.

# Lateral thinking is a way of looking at problems in a new and unexpected way.

Typically, we look at a problem in a linear, or predictable way: we use logic, based on our previous experiences and our critical thinking, in order to see an idea or concept through to its natural conclusion.

Lateral thinking purposefully rejects predictable ways of thinking in order to arrive at a new, non-obvious solution.

Lateral thinking is driven by a provocation or prompt.



### For example: purchasing eyeglasses



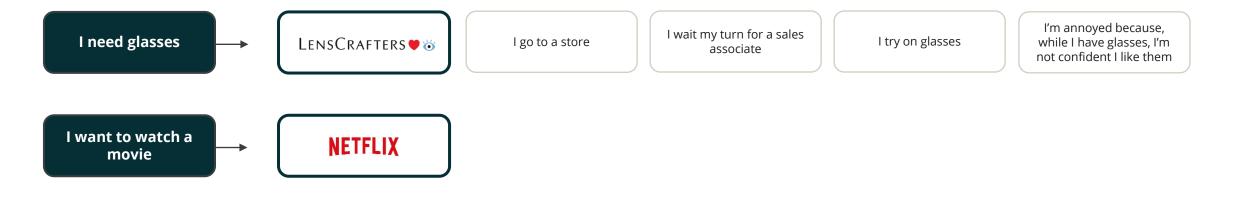


### For example: purchasing eyeglasses



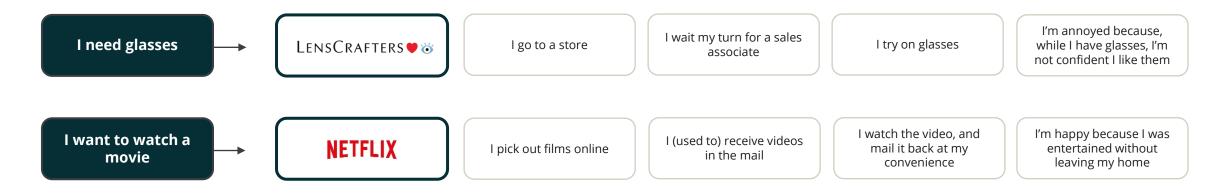


### For example: purchasing eyeglasses

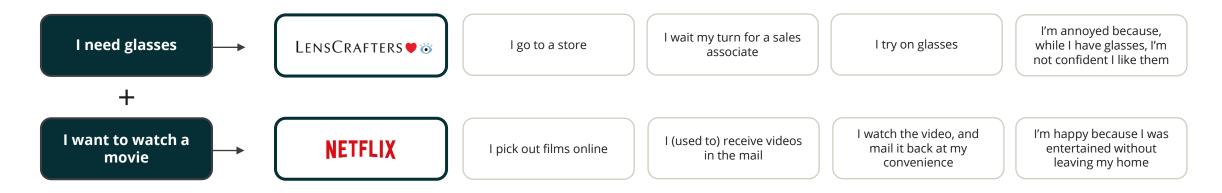




### For example: purchasing eyeglasses



### For example: purchasing eyeglasses





### For example: purchasing eyeglasses



### For example: purchasing eyeglasses





### For example: purchasing eyeglasses

Buying glasses is seen as a crap-shoot, because I don't know if I'm going to like how I look in them	l go to a store	I wait my turn for a sales associate	l try on glasses	l'm annoyed because, while I have glasses, l'm not confident I like them
+				
There is a pattern of people buying things online, having them temporarily, and sending them back	l pick out films online	l (used to) receive videos in the mail	l watch the video, and mail it back at my convenience	I'm happy because I was entertained without leaving my home
=				
I need glasses WARBY PARKER	l pick out glasses online	I receive glasses in the mail	l try glasses on, and mail back the ones l don't want at my convenience	I'm happy because I have glasses without leaving my home



### For example: purchasing eyeglasses

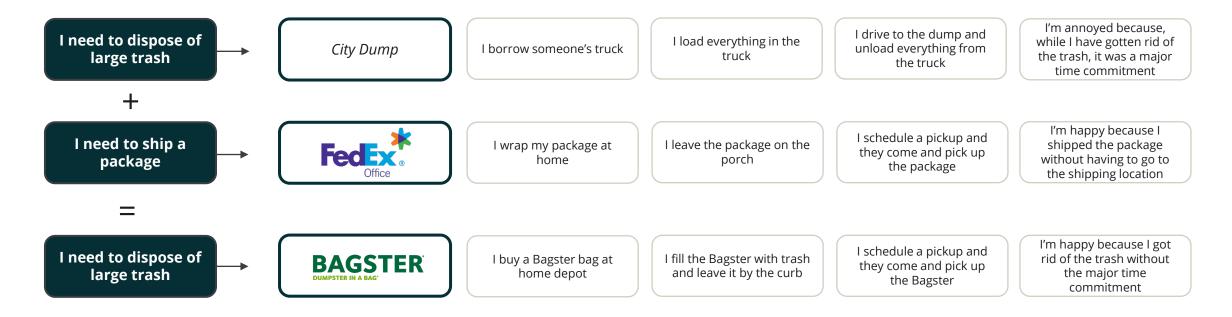
Buying glasses is seen as a crap-shoot, because I don't know if I'm going to like how I look in them	l go to a store	l wait my turn for a sales associate	l try on glasses	l'm annoyed because, while I have glasses, l'm not confident I like them		
+						
There is a pattern of people buying things online, having them temporarily, and sending them back	l pick out films online	l (used to) receive videos in the mail	l watch the video, and mail it back at my convenience	l'm happy because l was entertained without leaving my home		
=						
I need glasses WARBY PARKER	l pick out glasses online	I receive glasses in the mail	l try glasses on, and mail back the ones l don't want at my convenience	l'm happy because l have glasses without leaving my home		

Lateral thinking

# For example: disposing of large trash

The user's intent:

I need to dispose of trash that doesn't fit in my trash can

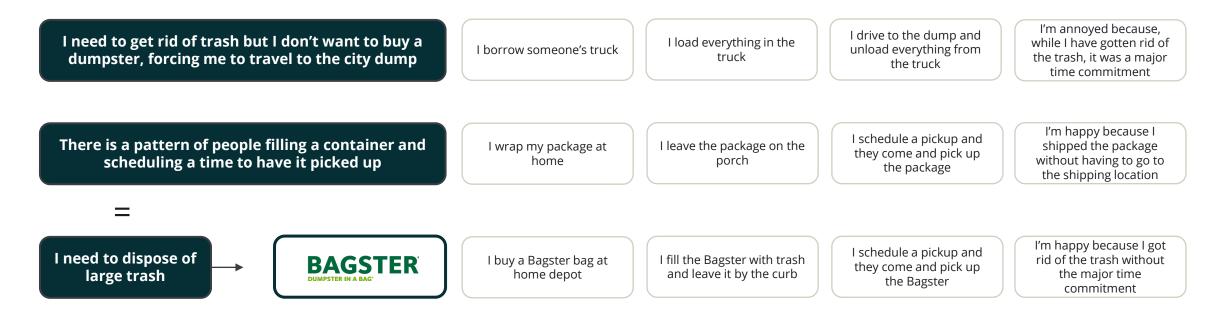


Lateral thinking

## For example: disposing of large trash

The user's intent:

I need to dispose of trash that doesn't fit in my trash can



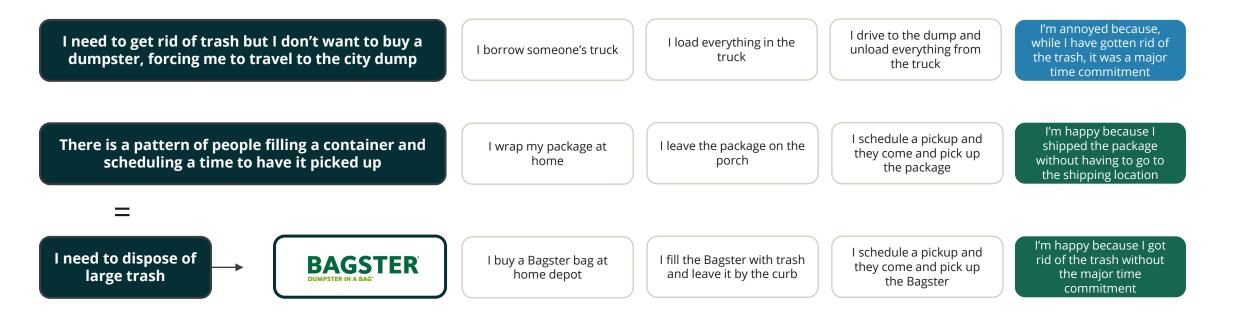
Narrative Workshop Series August 8, 2023

Lateral thinking

# For example: disposing of large trash

The user's intent:

I need to dispose of trash that doesn't fit in my trash can



**Innovation Patterns** 

# An innovation pattern is a recurring trend, often related to human behavior.

Innovation patterns describe emergent behavior: things people are starting to do and expect.

Patterns are often driven by innovation, and in turn, drive new innovation.

A good designer can "catch" an innovation pattern on its way up, and help shape the emergent behavior (and, in turn, profit from and benefit from the new behavior). The cost and ubiquity of 3D printing is changing the way people think about object permanence



Collaborative consumption models (like AirBNB, Car2Go, and Zip Car) are challenging existing, entrenched norms about ownership

C

Join at zipcar.com

Join at zipcar.com

Community programs (like CSA food boxes) have raised awareness and interest in local consumption and engagement with local brands ⊵ Narrative

#### **Innovation Patterns**

#### Example innovation patterns:

Wearable technology is driving an awareness of personal health at a micro, behavioral level (the "quantified self")

Brick and Mortar stores are becoming product showrooms to foster delayed online purchases

On-demand media consumption is confusing and changing traditional planned, programmed, and top-down content delivery

The cost and ubiquity of 3D printing is changing the way people think about object permanence

Companies are increasingly looking for employees who can manage ambiguity and problem solve, rather than follow orders Curated retail platforms are changing the way people discover and shop for products

The connected world has created an artificial sense of urgency, and has changed the nature of time

Dashboard, wearable, and micro cameras are passively recording everything, all the time

The "internet of things" is allowing people to maintain remote connections to physical objects and places

Collaborative consumption models (like AirBNB, Car2Go, and Zip Car) are challenging existing, entrenched norms about ownership

Platforms like Twitter have flattened public hierarchies, allowing "regular people" to interact directly with celebrities

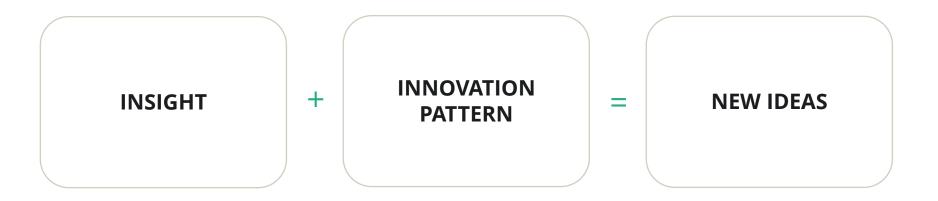
Subscription-based digital services allow new functionality to be pushed to users incrementally, rather than in massive quantities

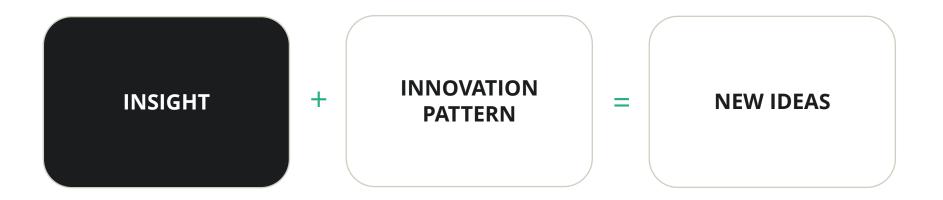
Smart technology is appearing in unexpected places - like thermostats or vehicles - enabling new and often unexpected behaviors

Manufacturing customization has enabled consumers to exert a greater preference over aesthetics and content

Community programs (like CSA food boxes) have raised awareness and interest in local consumption and engagement with local brands

"Power of the crowd" models - like Kickstarter - have shifted traditional business models and enabled niche markets to flourish









For example...

### Start with insights or observations gathered from research.

Financial responsibility is seen as "real", while education is seen as "ideal". This sets students up for failure, and we shouldn't encourage students to go to school.

Technology lacks rich emotional nuance, and shouldn't be used in educational settings. Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older. We should stop expecting them to "know what they want to be when they grow up."

There's no obvious short-term incentive to follow arduous long-term best practices, **so students don't. We shouldn't expect students to make logical, thoughtful life decisions.** 

Higher education has an enormous hidden cost: guilt. We shouldn't encourage students to take on loans of any kind.

For example...

## Pick one (any one).

nsibility ", while en as

ts or

е

Higher education has an enormous hidden cost: guilt. We shouldn't encourage students to take on loans of any kind.

emotional nuance, and shouldn't be used in educational settings. Durage There's no obvious short-term incentive to follow arduous longterm best practices, so students don't. We shouldn't expect students to make logical, thoughtful life decisions. Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older. We should stop expecting them to "know what they want to be when they grow up."

Narrative Workshop Series August 8, 2023 © 2023 Narrative, Confidential & Proprietary

For example...

#### Pick a pattern (any pattern).

Higher education has an enormous hidden cost: guilt. We shouldn't encourage students to take on loans of any kind.

emotional nuance, and shouldn't be used in educational settings. Durage There's no obvious short-term incentive to follow arduous longterm best practices, so students don't. We shouldn't expect students to make logical, thoughtful life decisions.

nsibility ", while en as

ts

or

е

Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older. We should stop expecting them to "know what they want to be when they grow up."

Services like Tinder have changed the way we make big decisions—often, just by swiping left or right.

+

34

=

For example...

#### Force a lateral move: create a new design idea.

Higher education has an enormous hidden cost: guilt. We shouldn't encourage students to take on loans of any kind.

 kina.
 There's no obvious short-term incentive to follow arduous long-term best practices, so students don't. We shouldn't expect students to make logical, thoughtful life decisions.

nsibility ", while en as

ts

or

е

ourage

Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older. We should stop expecting them to "know what they want to be when they grow up."

Services like Tinder have changed the way we make big decisions—often, just by swiping left or right.

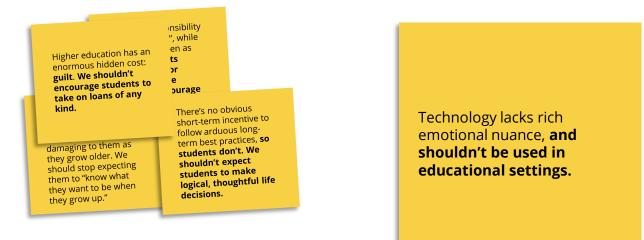
+

An online tool that lets students "try on" different life scenarios with the ease of swiping left and right, and see implications of their career choices.

36

For example...

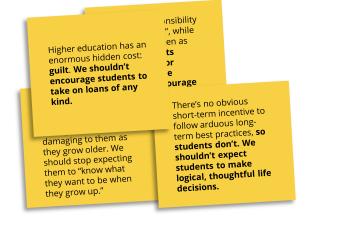
### Do it again; pick another insight or observation from research.



Narrative Workshop Series August 8, 2023 © 2023 Narrative, Confidential & Proprietary

For example...

#### Add the innovation pattern...



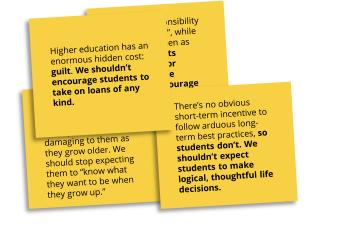
Technology lacks rich emotional nuance, **and shouldn't be used in educational settings.**  Services like instacart are mixing online interactions (food purchasing) with human interactions (like shopping)

+

=

For example...

#### Force a lateral move: create a new design idea.



Technology lacks rich emotional nuance, **and shouldn't be used in educational settings.**  Services like instacart are mixing online interactions (food purchasing) with human interactions (like shopping)

+

A product that connects students with mentors, first engaging online and then providing offline, in-person coaching.

The result

### Your goal: lots of ideas.



LE GAR SAUS	the state of the s	Devery.	Be Batanna Hary - 17	P7 5	to another there is a shere	****** (24.45474).	BILL'R Det	section.		the same to bread	Art/Tech/Lo-/mar	and their control the set methods with - compared optime	thay projet	factor with P	non-lited brend Digital Notherese physic	ly connect the g	2 BB	2	the average of the second seco	s the	the same cliques
Usil Vare Bis iden' Ouruse Musie) = 1 Dunico creu-0 se/1	ANNUESE CLEVENULU, SUGEST LUCAL ASTINIA (BURLE, NETWORK		WIKIPEDIA PER SEtech, terre nervicert THE SETECHS BEENE [a]IN]		Rout an academic advisor (or demand) 19352	Swand Heatman Change Energy upg REF2	Tech Schottom Jondones where can use r phy solid new tech PAFI	Showcase for Sodut to see Change Hore boot ands scientify. 1252	Shannan onlagtadire from slave that have accels take Steelarton (ap sky/da the tak) 1255	Tell everyous 7 is not "Hop-docon" 73F2	Find brand/ Considering in difficult/better way/places 1352	BbU ( <sup>85+</sup> (sellsbure)	BbU Live	Scoup to contribute expe Copertic but Strature are classis that are day it P4-F1 P3-	rt is physically for something potent is withoutly colline it without 16 5	niel they the es pressure caure. 1 12	of full life pas	their show before	G CLASS REA AUTO RABHASE BOOKS + RADAKS	reducts prints frankized things & your canters.	Fiel adde from other Shakat hat have made sailer discours 1952
ANY MARK	Haucania Plathe Locathe Mitte cullicus	CET TELLE THE TESULTION	BUY ACADGMIA EDU	TA+- MOREDY FOR ADJUNCTS 10/P3	QUICK GHA PBC CAMAK- OLIOHTICH TOOL	CHARLENE, THE MURE YOU LET	BUELGOARD BEST-REACTLE FEED, BY [Consol, Julies, ]"" STLOENT] INTERLIGHT P	RFP FZ II	SOCIAL FEED BOED ON MAJOR S2/12	VOTE FOR Changes in institution (ic raise gation) P154	Location Animes customized settings PIPZ	BD (nc become a currenter : derigner - fac teach witchal consistency. PS-F2	to follow/sub- scribe to techer	LEEP THOENTS Chalk + CREATE A STHENDING	FI public voi 11 F3	what a guiste be education - to that helps miller considered	you than tools	ers or netch de	COURSE	Set access to other toocheric courses toocheric courses to action it P2-F1	the sate by according to the space of the sate in the space of instruction sate instruction sate instructin instruction sate
PELF (SI-II) TAJOSZ - ZUICK ASSESSMENT	ANALYZE STUDEN PROFA =+ CUER LUNA ANTUL ITTE- 155455	Ato HEIEDAGE A ESS STE S T A LOOK 3 FI 11	INTEGRATICE TELERITIES INTO DATO FILILI	SUBERIBE TO AJOR INTER TO SELIZ	Huity inges ou modets une wards. DO-54	Bitch Daut- You stand	HIMSEL BACO	and the second s	00.	ibrary of 3D will compensate to priot off is students to fir	ive studiels light cute what have bave sured out about a syckom? 5-51	get access to someone who or 50 people have deen this before : the actean 11 53	STUDENTS SUCCEST IM NEWBURSTS TO CLACS F3 10	Academic abirsony FACULT TROOPS PUT SZ II FI II FI	teach and the T as networks BOARDS   cellide. 11 F1	ions Students have loners, chunk	, others made	Start Courses		The dashbord with dids and macro into to papets neather, advisor to there can size hole man. PT-52	Post organ 18 pr by boson Ba pers
EY-YOU VALUUT GEED IP IN WHILE - UNARTS UP ?" KOB + JA ELENCES JA	COMPACE 15 F FRANKES TO OTHER SCHOOL INTOMIS AT SALETINE - 1 REDICT STUBLE IN	ABELIANE TO CONCUMINANE JABELIANE TO DESTINAN MARCINE REMINDERS	Davis carse Davis carse Reconstruction	Andrew the de partie - the on part the The PD-21	Promptico prom To Am The Owner Romae Theo back The Ugus Anna	He for course for your view Wo changing the for course H F2	ADMIN.	Incentive / mane for others using Hair shift. A Impact Score. 14 F3	the cool for perting Co. 13 F1 10	ture are state control of the second control	ible sharing courses t tent by making it they wont learn which at low it best the S3 F3	UR impact Score to influence tenure etr. IN F3	a for all orbert the 	ve Stridents Help H tool to choose beer to the course for Give sur the course for Give sur enselves with semanchetichs.	have a Fulloyce s and. CallsEpular spectrics Planisa of Statent	Dirth Offerencempore to remarks D Soft Skill 10 SI - PI	A MASOR, JO	On hirs Datings	nerest orde barred nerestal demonste ner particular meter neresta	Show wires a in happinese for others who have alread for it to regar the year. It's 3	Taolos país leson Sindat closa <sup>3</sup> bases from ten techo o sugar da 1585
EDENTS OCCUPER Ident - I Semals In I DEAL DURSE ISLING Y NECEDUM	ANHURZE I JOCIAL L NETNORK OF STUDDUTS FOR PROFS	Per - Decision POST - Decision Emoneural CHECK - INI AND INFEDIENCE AN INFEDIENCE AN INFEDIENCE NO [53]	VOTE + DIRUSS	Connect South A Juliany Fior South State Sciences Lifeduit Action Mar	MARLEY FOL CELEBRATY SECTIMENTS PARTING PARTING THE THE OPENING THE PT	Orien Laoh + Mal + Lingh Cannagers a Canan Cannol Ny Jasalan Prins F3	Non-date the S inguist in large such - inguist in large such - goals this such shorts De have a charact of the this against of the a head & advance?	and part they been and they be	- 766	TO CONTENT .	+ ourst	ATS ATTRIBUT	HES FROM SO THOSE be	ortics for teaching the soft stills	THE BROGHT ENROYMENT TO # TREAFIC TEACHERS 10 FI	use shots of crowd to halp studiots know "its goog to get helter" 14 53	inhilligent who leganse to statent interaction RG 141	Productions on P tince in line, goldis access to experts, ct	Emme or Achores Life - By Norman	Gamification Increase phonen Changt happy decurs.	Filidat darp a rai / afpata (apa animi, inder)
I FS/10/ HIS TUDEJT (12) SYEWS)	ALUMNI AS FOLLOW YOR CLASS	Toppmer Sock	There colleans 31-71 health Take agages by anyon to support yangelt to back and one anarthy about and takey or accord	Faire Cares faire 7 fr for colourie that the son Somethe in cach noose fa 52	PE-FI Viole Offerents the partie & we Con Durane up Techny Coloring	Oper Case - Alter no subse - prior harber - on sear 10-112	Raine Barlanter D Rappin no Ale Care parties - - decementer I - de	ceal All Sea Pain organizer - Min come to be down the mile" "M S- PS-	E utro	ET LUDOTTET	FARLING SEETHE	n"- I LMS A TGACH		FELP fullers	THE FEATURE SET!	Which in new in the steps you	Use points to enable more concosations - Che asking the provest. 11 SI	suggesting new Convent to replace add content	parts Price second / filling grantion to build op into the large design	Course structure who content but with the year i Othe mation to explane.	Atto Stopt the loss/auto are allowed Dart array shart all the chara- lat an inter-
F2/11 Africanto Las Estas functions de stastas be reactiones	FIND ME A VOICE OF REALAN ISOTRON	Un one Das Tant Corres you knows & Lane tan Da Same Dan Ingels & man you a ma Ingels Stock DD - 51	Shall Costs again - Social & shill - Scriptional to Share when the - do that - PM 11	PO SI Brokers Pesseroe Unit They like. "Teacoust" Choose The Lay	Single Thread Frac struggerts Uption and Contractort canadite PH 51	Source that op land Gauge the Tran 12-19	No. The Genue program the Stan July Day July Observation Day Day and Prove States Table some Tai San Theore	Inter & leville Iran description le capetration	Land Tab and 1965 = 1964 0 Elb - 2 Casas Laguerra 8 CR 1955 - 51	BB+X50x For repeating online hip lorning at the To py 20	the of Talling The defining 2 March 1997	COUSY TO PRE-CLA PECKET RECKET RECKET ALLONGES, SV6603 PT NOCHTS	IN LEASE, BLED ON INTHE	ENABLED LIFE-LEADING- SETS - OFECCURE ENCAVE DIAT CALLER, UN THIS AUTENDIAT E RATH INSTEAD 15.53	C Din Themps (Jame / James )	gougle glass intogenhin for classifiane PI-FI	Someone else takes their course of transforms 7 for theony i they	V.R. that gamilies your try to tell you how well you did something.	to beneficing data to beneficing data the program of while reflection	93- FI producct mediu all coursis 7 collid deliginal 2 structured For You, not for the unsi or fice.	
F1/11	n pa Arrentino Hear Mo Sacar Can the Sacar Analas & Sandara Area Germa Di Arrentino	PIL SS STLOGETS ARE GOS To MERE Elimento Descens, Pell pers To FLO LACA MARK	SI PIL 1 The Old A An / There & Comme AN HERE Share of Security Ropy	- FRUITY CAU SHARE COMME DESTEN. AND DE JURNARD DY THER PARS	Tomus he usary to powers of societ patient part of law 1 Suit of law. Parts	Paramat American Ta Segara (Sana Sayandarin Para 192	Inter Charle Comp la Filana dia ma- ora dia la Judio R 197-52			SP clamp it (orbot / Aulth So Switch Apr (PSP)	GTA Ryan ( University - C free room a	COST OF PHYLE PO	TEXT TETT TETT	NACI MODEL CLARE For E REQUISERS	Z Yoga instruction Pillar For survey Pillar Decisionary	Notes in class analyzed t made dashed for teacher on broading, projects,	get create. P2-F3 Yollow brick road showing You wall of the moments of	Fac docs = 1. P3- p3 teachess com- Non option ways of teaching and = pick that bo become their	INPUT-MY	PH-FZ	17852 Gerets admentical Incomplete segurance In each war.
Gerral War B Alter Dia Alter Deal	Mar Sama and	TAKE & LARK ARE ARE TO DEND	PH FS Topical Design	MI-SE "Mayne Safiry JAT"	96	a section	The Grade Har		Turber Lat Fam	54 J	19		H la shere	ING L WITH IT				Braches Louist.		and complete particular	
and an an	See the 1 th	the class ) and class to card an - any card an - any card	Parteus. Alles Facily to Eller a Desic & Similar Streachall	Perror Sweets with Tole on ask & Read	Predicts much an prove broad an under trade to provide foregraph on	There have Courses there Beare top Error t Maries Size Crease Faculty	qualities Denie Convert State		Creek to the Unitary	System Differs - under apopter III Products and million of million of million of million of	THE E Dig tel TA Service	Allowing to and soften transition 100	MARED CLOUD EE BASE! BYT TO LM	- ANGELEATE ( CUSTOMIZATLE = CATEMINAL + S IT WILSON (Free	TUEL For FUEL For Raith Decision	Trech Proum externation	you in them. (physical open) P2-SI tech that shifts you not cohorts At people ulus	nuthed P2-P2 location-based encouragement - you are in user dorn by	13 F3 auto pupulate the black slate board	PARE Lawrys all techipman for millional import Chan cirtismat KR whenge	7592 Allying the share be the despe to in whe wh
Landin up he Land The home Construints - Hink Scher 1986, st Is Land Ar Construint	Sue tre t 3 Prin Louis Bernicettes Pestiones of etc. peccety	in des ident in des frank in engennen in einer internet fan i Reach fan Denter i dent	Ales Freshy to Frank	Planet Cantor and Tale or age 6 Run Pro SI South Tale Runs Mark Asset Gauge Apalitysis & Tacason To Hall	Pedulto mant pring sized at under the table for particles formers an Prink Praylot Baller 1 Scottel Generations format Generations format Generations	The last class for the last class for Plant for Case f Manual for Case Freedom Per FS Indication Unit is border leave	Parling Prace Carlo and Prace Later Systems due 197 - 100 Parlies and the Instance and Instance		Can to the waters Due 52 Can be from the Can be all full Can be all full	System Deliver- under applie Protection Passe Stations Bill Auchers Bill Auchers Con ultille	Propose Accord	Alars to Add action to Amazilia US inter demonstra New demonstra VIGANT TO 495	MAREN CLOUD	D T KOLEGATE ( CUTANIZARIE C CALENIZAE + NICERI CAL RECEIVANANIE IN-LAS TAILE 10 08 DEC	TUEL For FUEL For Raith Decision	Enotional Track Room Extended Roofinal Tradice For Massie -	ym is than. Chipspice space P2-51 tech that chiffs yn unto colorits of people usin are una station decision she's. P2-55 Coeffico-mater Results in	P2-P2 location - based encouragement	auto populate the black	1992 Lange of achieves for actional capper gon city and like array as capped and like array tapped with an tapped a the data To FZ Southing The a fit has	TOP2 Alloping the stand of the daspon to the set of the set and the set and the methy that SD any and that SD any and that SD any and set a year and
unt is on press in units in un	-Sue the E.S. Pain Lawer Dermanties Descenaries Descenaries Mare January Mare January Ban Loos- Banas to Space and another management for	includent of	Ales Suity to Ear A Dec I Sovan Stevense Manual Manual Manual Manual Manual Manual Manual Manual Manual Manual Manual	TUG or an 1 and Pro 51 Sincer Tech Ruise And Asses Gas Gastanias Guerra to Hub Stucer Accorded Pil-15 Two has Sire, The Face Car	Politik mari trang Sawai and Jan Brade Go partner Jamps an Politi MAJah Barra MAJah Barra Majah Barra Majah Malan Mahasa Barra Majaka Barra Mahasa Barra Majaka Barra Mahasa Barra Majaka Barra Mahasa Barra Majaka Barra Mahasa Barra Majaka Barra Mahasa Barra Majaka Barra Mahasa Barra Mahasa Bara Mahasa Barra Mahasa Barra Mahasa Barra Mahasa Ba	The last carries have Barner for Earn F Theorem F Theorem Theorem Part - 55 Theorem Anno 1990 - 55 Theorem Anno 19	Parline Draw Gardine Draw Laboration Re- the Standard An- Parl Constitutes the Evaluation mathemy and Re-U Tana Januar Tana Januar Tana Januar Tana Januar Tana Januar Tana Januar		Can to the water DN-52 Can the spece Can tocal Red WODS RA-51 Ray Oriently Enson on Demand		the based in (least based in (and - may) F the Champye K Mayye Suga T	Alters to and the second secon	MARTED CLOUD EE STIT S CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CLOUD BASES LM CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD CREARE	- HELECONTE / WITHINGTONE - S IN NUCLANS - TO BE DEC. PICALY PARAMENT PICALY PARAMENT PICALY PARAMENT PICALY PICAL	Production of Trade for Product of Product o	TECH POIN TECH POIN Extraction PE FI Emotion PASDE - rest myre A SI TOME	ym is than. Chiefster span) P2-51 toch that chiffs ym unto colocits of pagic alia are an station are in stat. P2-55 Countro.mader Results in Brage Stock. P7-F; Cradis source of guidthing out of guidthing out	Pa-Pa location - bourd encouragements - you are in your during build Shaket to un clong - Pl-SI - Shakets - Pl-Fl - Shakets encoded in multiple	Cubb peptake Her Mask Slake' bolk Oh syllabos. I F3 Shideds go bib pange bold on Shide to continue traction 11 altonian P1-ØF3 PDC - June Live Thereb may	tograms tergeted in	Parts antonial
a and a second	MI Forms to by in single 1	hallow / a departed Actor - No-d pai st Theoretical of Denais rise	Also Savay to Bar A Darie & Sarate Second Mills National Phil National Phil Parking Phil Phil National Phil Phil National Phil National Phil Phil National Phil Cons National Constant Read Linear Constant	TUG ar an 8 and Pro 51 Sinter Teat Primes And Annes Gang Gandrafing Comments for Hull South Annual Ford Prime 18 Fam 18 Gang, Ta Fam 18 Gang,	Polar man's trans source and trans source and provide reaction Polar Product Polar Product Polar Product Polar Product Polar polarity Polar source Polar source	ванна бил бил бил Наника бал Сине Ласина Рел. 55 Історов, на на достаре селиот ника (2009/20- Рас 52 Сбан бол. Тел Маря селиот.	Vote my Life is allowing in the same is an population is the	Ange Balandor 35-52 Singler ge (PP Li La ser in Sind Pa-53 Singlerer Californi La derrike Caddina Cadar Singlerer Singlerer Coller Pains Carlor GP Coller Pains Carlor GP Coller Pains Carlor GP Coller Pains Carlor GP Coller Carlor Coller Carlor Car	BASED ON DEMEND TO T	EVENTS	tenopeuse Be prove Marine Mar	Alters to and the second secon	MARTED CLOUD EE STIT S CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CREARED CLOUD BASES LM CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD BASES LM CREARED CLOUD CREARE	C ALL CARLES	Production of Trade for Product of Product o	PT-F3 TECH POINT Extlandfrom R SI Emotione For PASSER - report maye A SI TOUTHE- Et Sit animat Et Sit	ym is stam. Concerne span) P2-51 +cch that chiffs yn who chiffs yn who chiffs are in a sailine are in stat. P2-55 Coeffice-mater Result in Sange globs. P7-F1 Cond sources	Pa-Pa Incodor - bourd encountry generation - you are in your dern but Shall to un clond - Plapso AAQ - Chuidles Arr - Course Da Hor - Pla-Fi - Shallente ennilled	Chills peoplete the 'Death Slake' brief Bit syllebos. 13 F3 Students go side gauge based on child to continue transfer to continue transfer it abbout PT-BF3 PT-BF3 PT-C frank De proprie changes might & to child	toppanes targeted of popula cla tranky into capaciana changet prima in shart, and starty in	AF2

Summary

# Innovations emerge through a process of lateral thinking – by looking at things sideways.

Innovations emerge from unexpected combinations of ideas. Lateral thinking forces these provocations, and grounds them in patterns people are familiar with.

This is a form of ideation, and helps us develop a large quantity of ideas in a short time.

By generating lots of ideas, rather than focusing on a single good idea, we move past conservative and traditional thinking in order to arrive at new and novel ideas.

We'll use these ideas in future phases of our process, in order to build towards our new north star and product direction.

# Thank you!

jkolko@wonderfulnarrative.com