

The stranger, the better



What is this?

This is a fascinating tool for encouraging groups to really interrogate the brief and return seemingly odd solutions.

How it works

Step 1

Take the group through the brief or the innovation challenge, point by point to identify the oddities. What points seem complete anomalies. Note these down.

Step 2

Analyse each anomaly intensely. Re-examine it in a new light. Re-evaluate its possible relevance to the challenge.

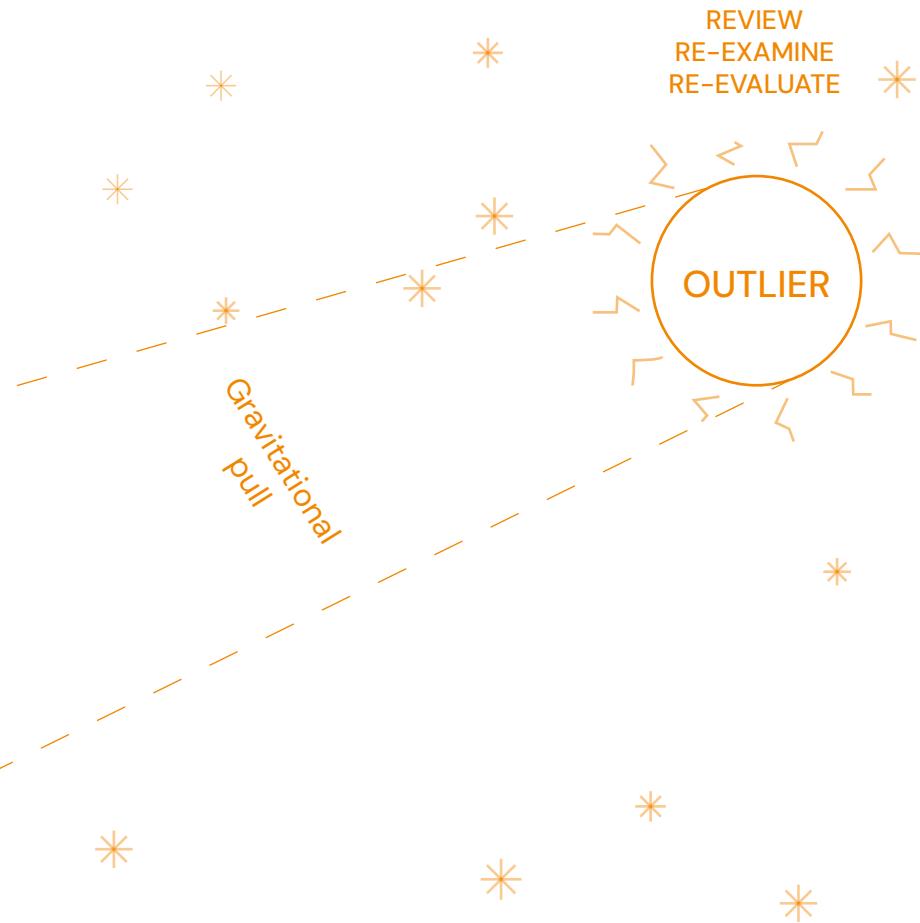
Step 3

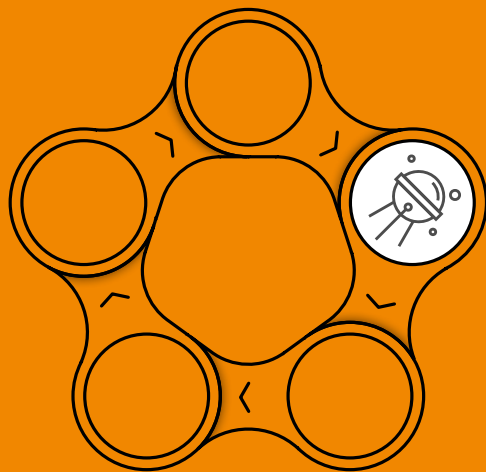
Does this extreme perspective shed new light on the challenge?



Why it works

The familiar information is not where new ideas lie. It is the oddities and anomalies that are interesting and that inspire new possibilities.





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Want to know more?:

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