

# Sleep on it



## What is this?

After the immersion and exploration techniques, the ideas will continue to form. The brain works best when it is relaxed and when we've stopped searching for an answer, it often arrives later on when we're doing something unrelated.

Ask the team - 'Where do you have your best ideas?'

# How it works

## **Step 1**

Work on the innovation challenge. Fully immerse people in it in every way you can. Use video, images, graphics, or market research and run a few of the exploration tools.

## **Step 2**

Ask them to deliberately expose themselves to unusual stimuli in the meantime if they can e.g. go to an art gallery, listen to different music, eat a new food, talk to a new person. They should not be trying to solve the challenge in this 'time off'.

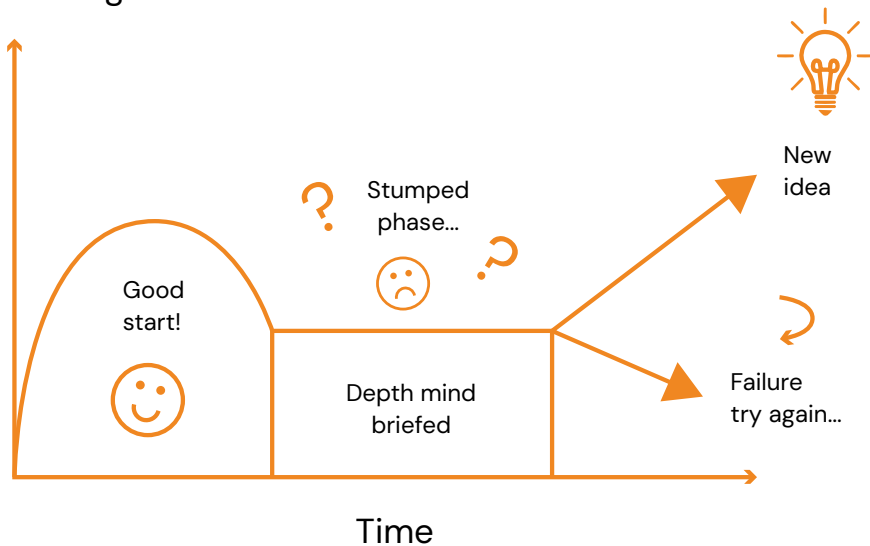
## **Step 3**

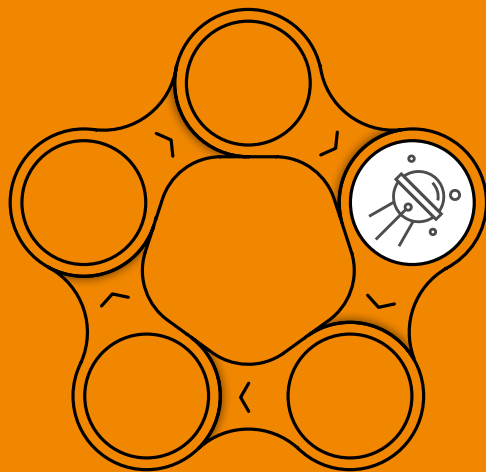
Tell them to keep a notepad with them.

# Why it works

Breakthroughs often follow a phase of being stuck and ideas form while the brain is relaxed or distracted by other activity. The group also have a wider and richer field of reference from their new experiences to draw on to form new ideas.

## Moment of briefing





THINK O T B  
**FLYWHEEL**  
*LIVE*

THINK O T B

Want to know more?:

visit: [outsidethebox.co.uk](http://outsidethebox.co.uk) call 0113 824 1557 email: [hello@outsidethebox.co.uk](mailto:hello@outsidethebox.co.uk)  
Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ