

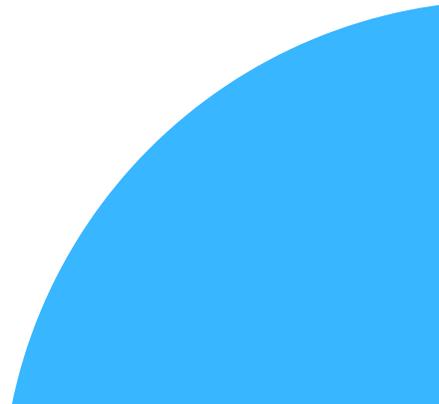


# **Consulting Virality**

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HOW TO COME UP WITH  
IDEAS THAT DON'T SUCK  
PART 1 OF 2

Name:

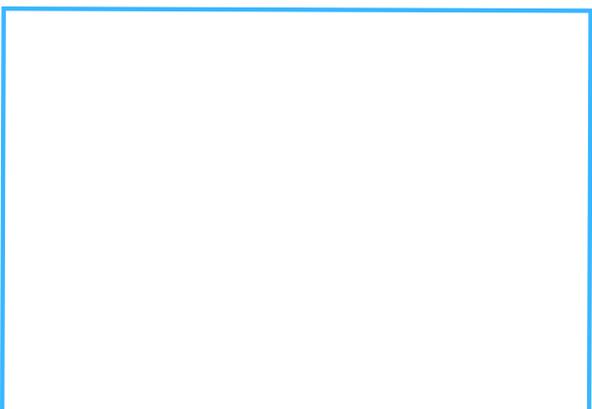
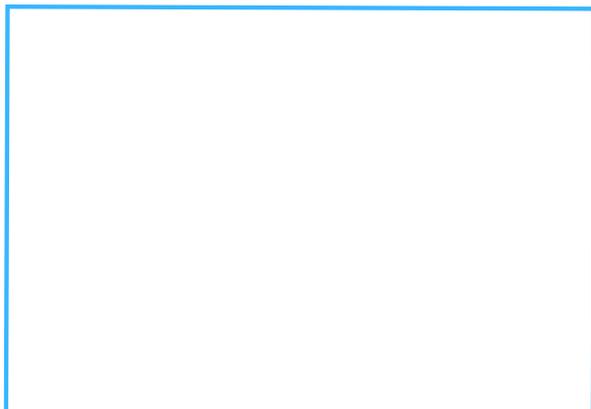
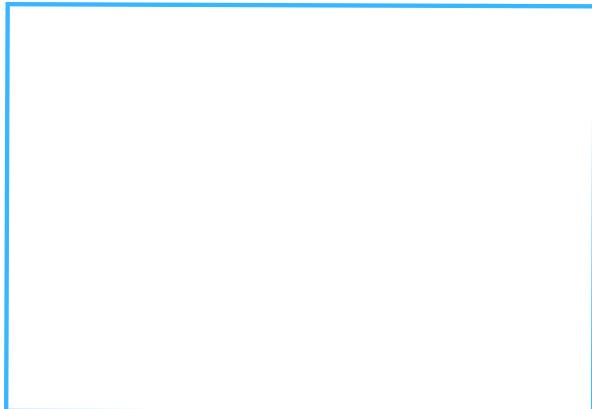
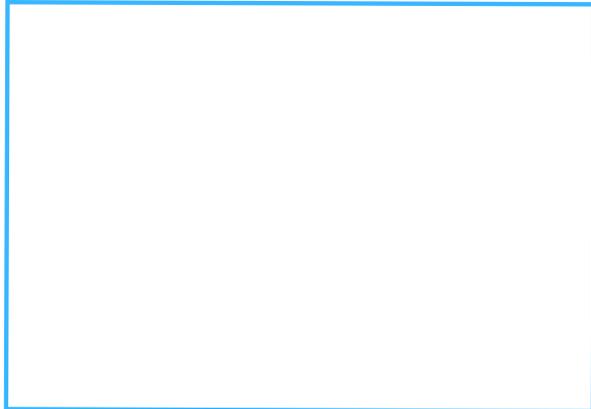


# Rules Create Creativity

What do Rollerblades, Häagen-Dazs ice cream, and Spider-Man movies have in common? The answer is they are all based on the same business concept. In each case, a company has taken something children love and reproduced it in an extreme, more expensive form for adults.

The same notion has led to gourmet jelly beans, Fantasy Football, \$200 sneakers, 20-foot-high sand castles for corporate parties, paintball, space tourism, and Disney collectibles.

Think of something that children love (or that YOU loved as a child) and come up with an expensive or extreme version for adults. Come up with at least 4 ideas. Let's get started!



# Thinking Inside the Box

In order to think "outside" of the box, you first need to think **INSIDE** the box. **The box represents the category, topic, or specific problem you are solving for.** Once you understand the known boundaries and parameters, only then can you begin pushing past the walls of your box and exploring even more options and opportunities **OUTSIDE** of your box.

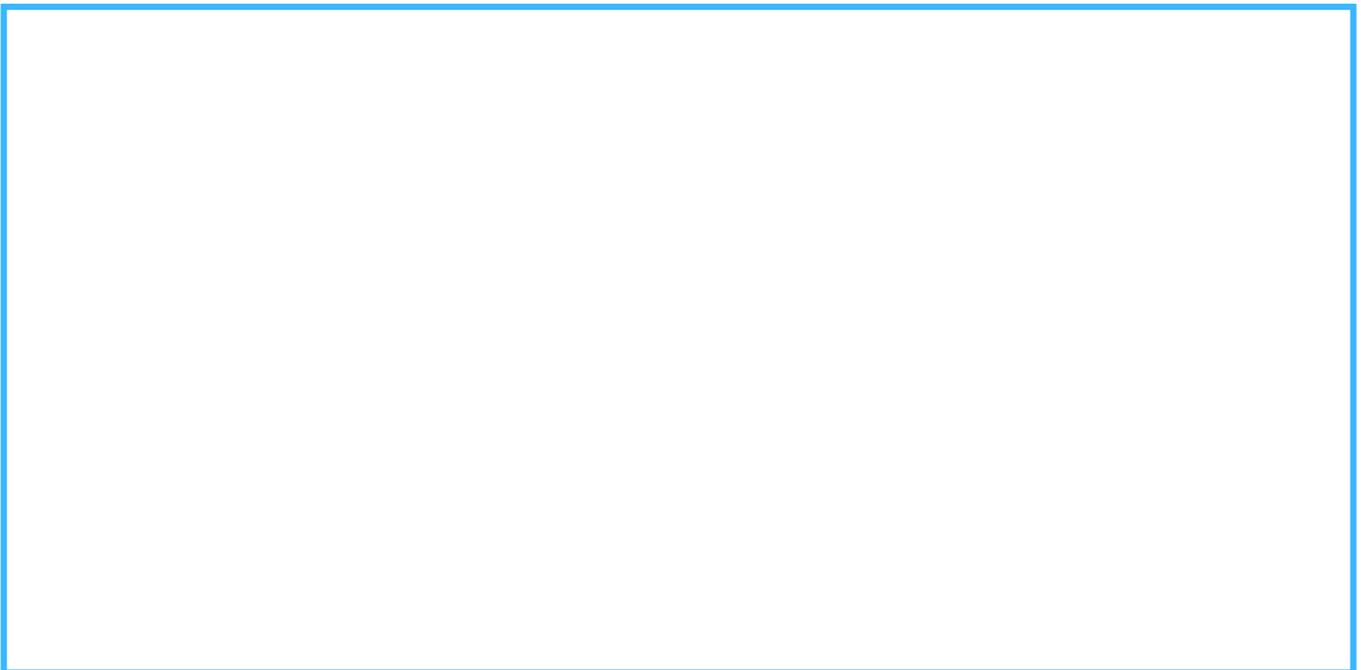


# Thinking Inside the Box

**(Audience) What age? Where do they live? What are they interested in?**



**(Timing) How long will it take to do it? When is it due? Is it based on a trending topic? Is it evergreen?**

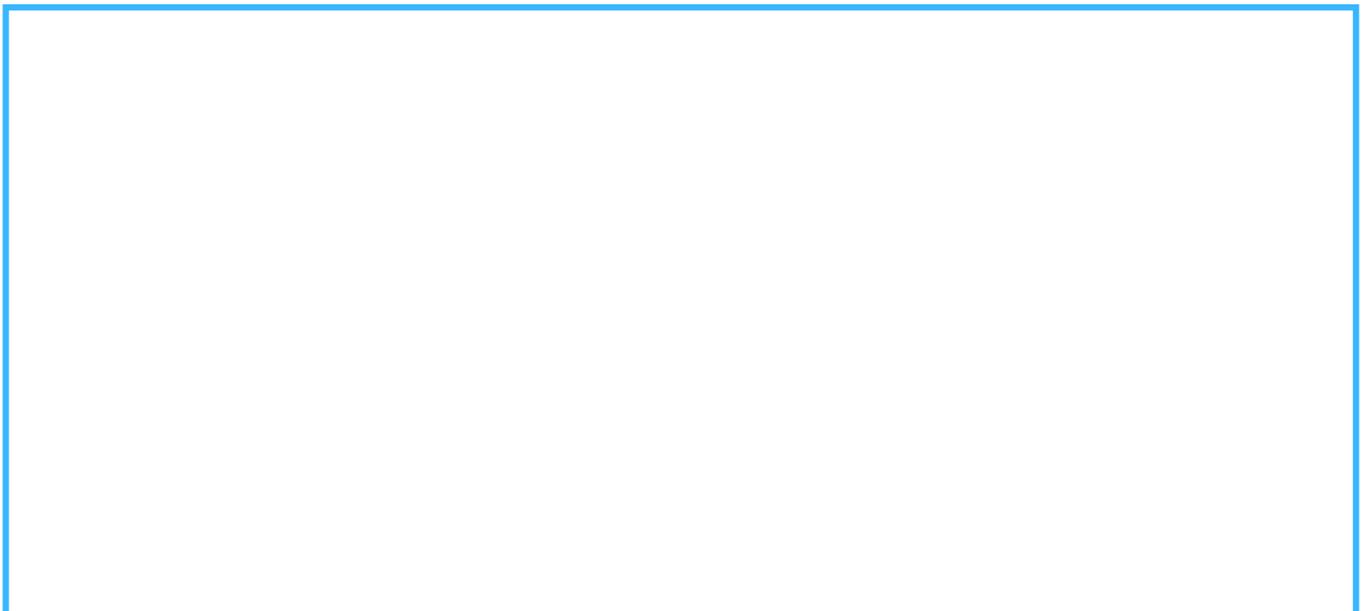


# Thinking Inside the Box

**(Goals) What is the purpose? What is the mandate? What is the result we're going for? What are the numbers we are hoping to achieve?**



**(Resources) Which team will work on this project? Who do we know? Whats the budget? What tools do we have? What platforms do we have available? Is it physical or digital?**



# Thinking Inside the Box

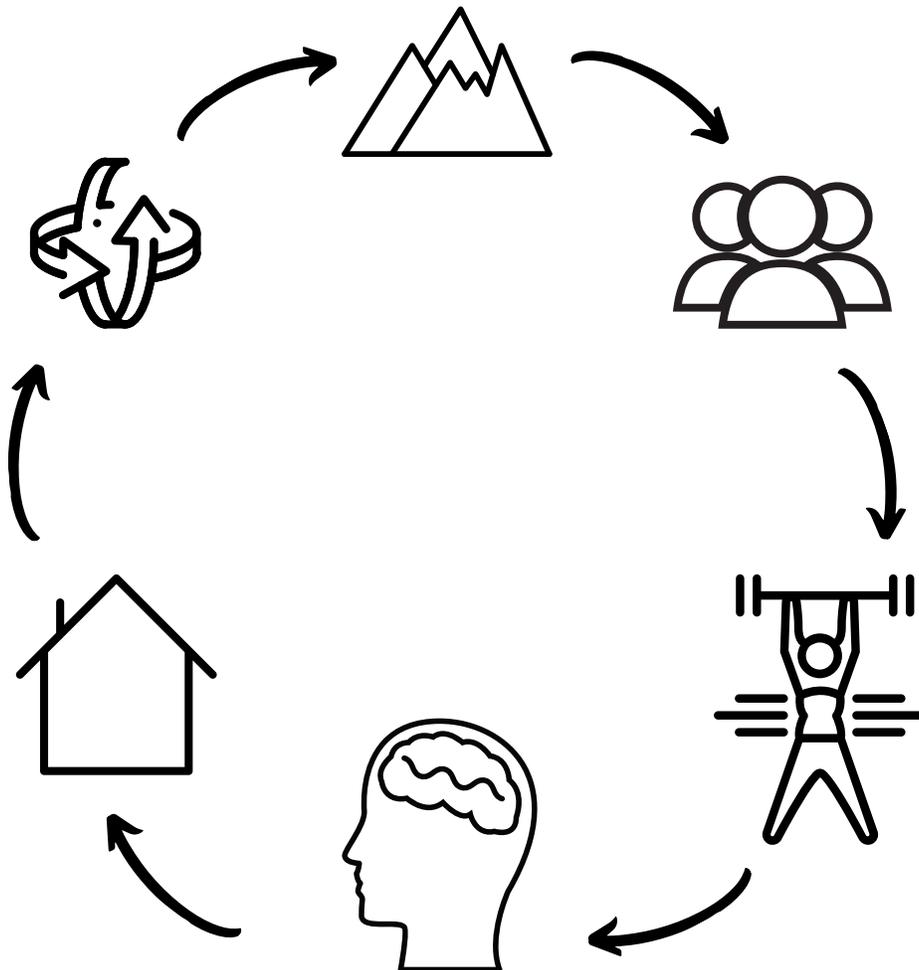
Are there other parameters that relate to your box? You can write them in this section.

Notes:

# Find Your Shower Brain

The truth is that any and everybody is creative. It just comes down to our ability to get into a creative space and allow ourselves to experience creative flow. So whether it's hot water, or another dopamine-inducing activity, achieving a state of flow is one of the most effective ways to access our best creativity and ideas.

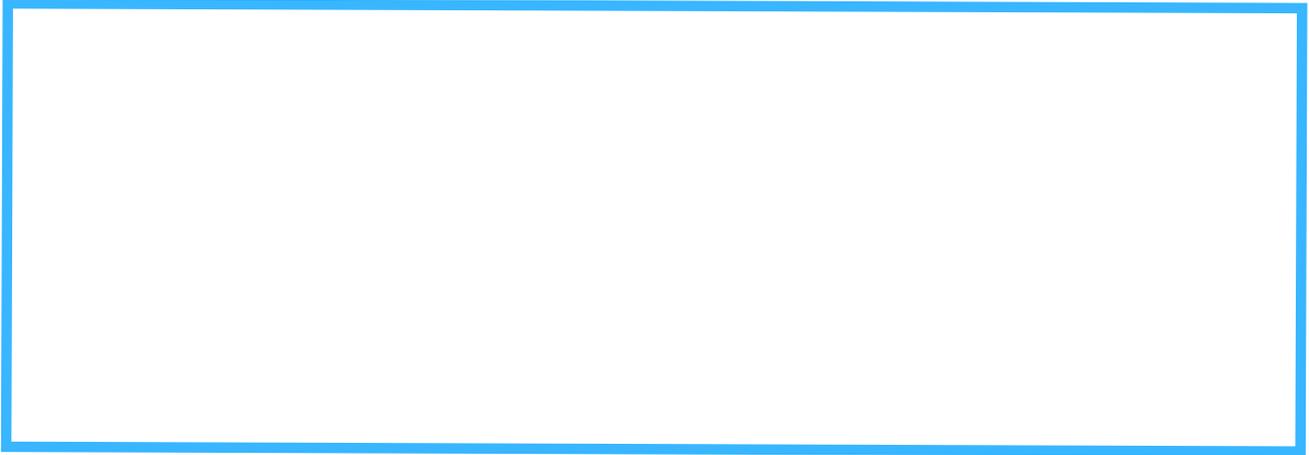
A flow state, also known colloquially as “being in the zone”, is the mental state in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity. In essence, flow is the optimal state of consciousness. When we're in flow, we feel our best and we perform our best.



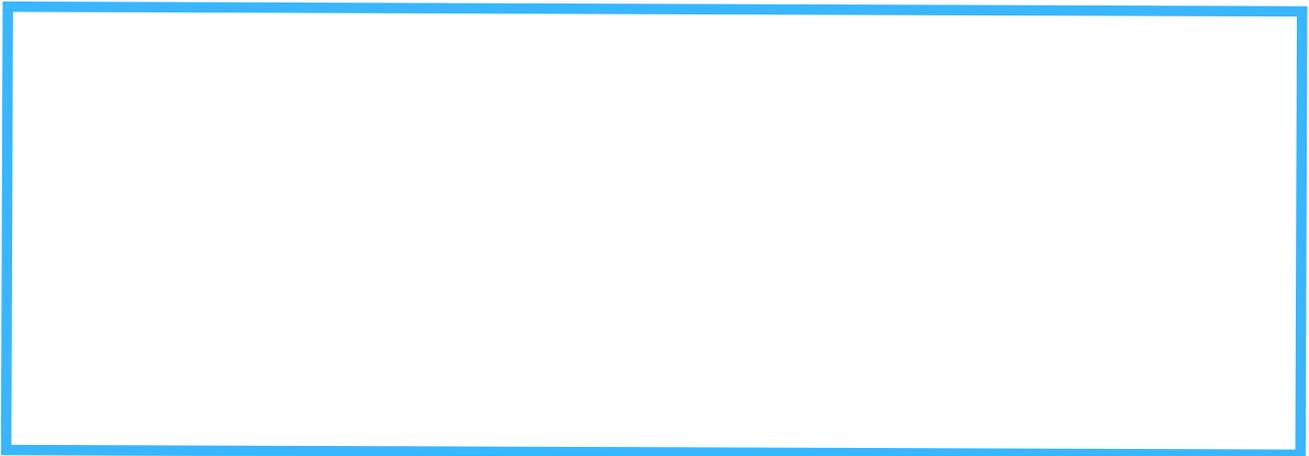
# Creative Flow State

Consider each category below and identify the various things that help YOU get into a creative flow state.

**Nature**



**People**



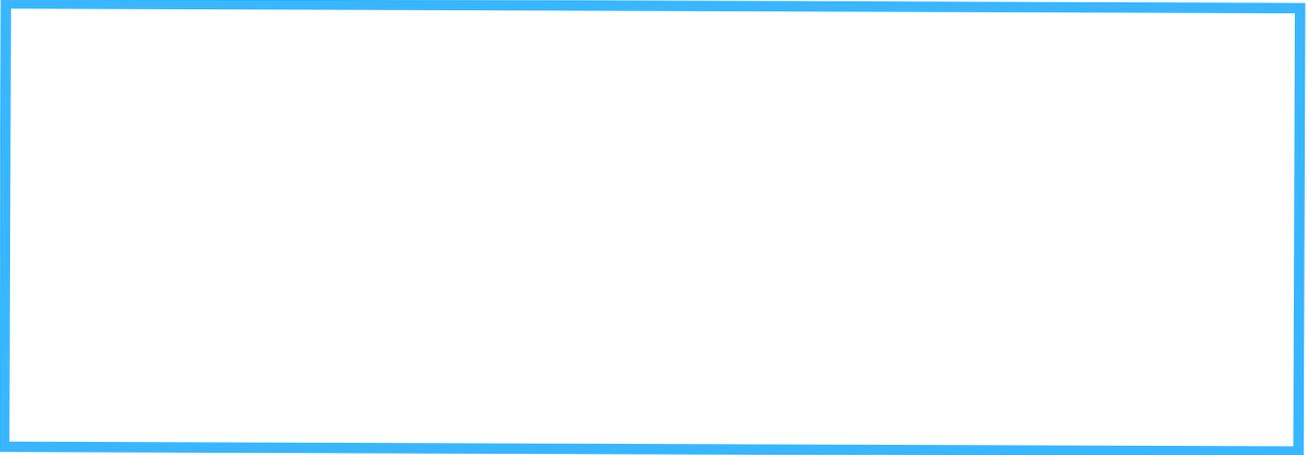
**Physical**



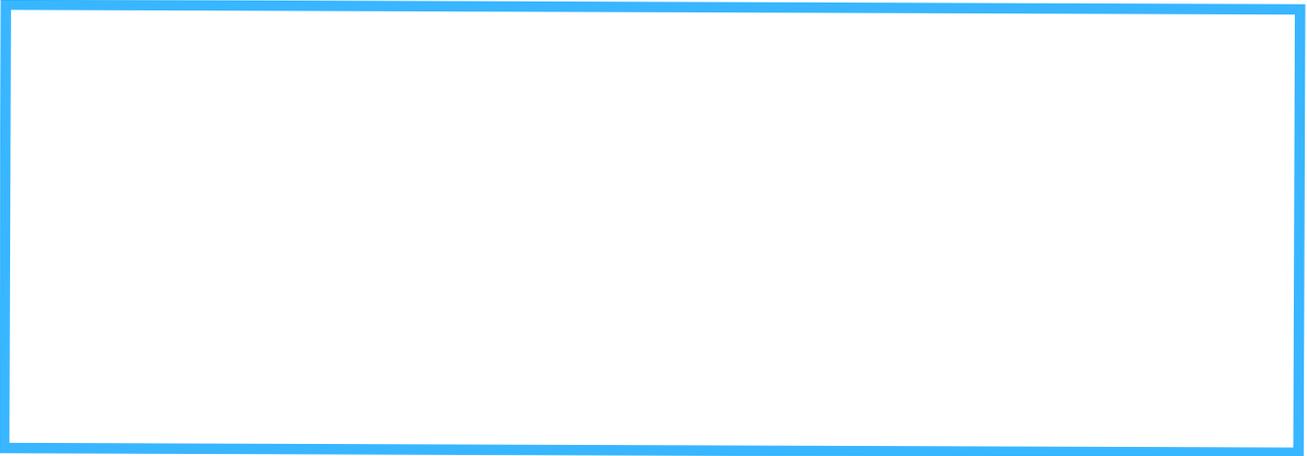
# Creative Flow State

Consider each category below and identify the various things that help YOU get into a creative flow state.

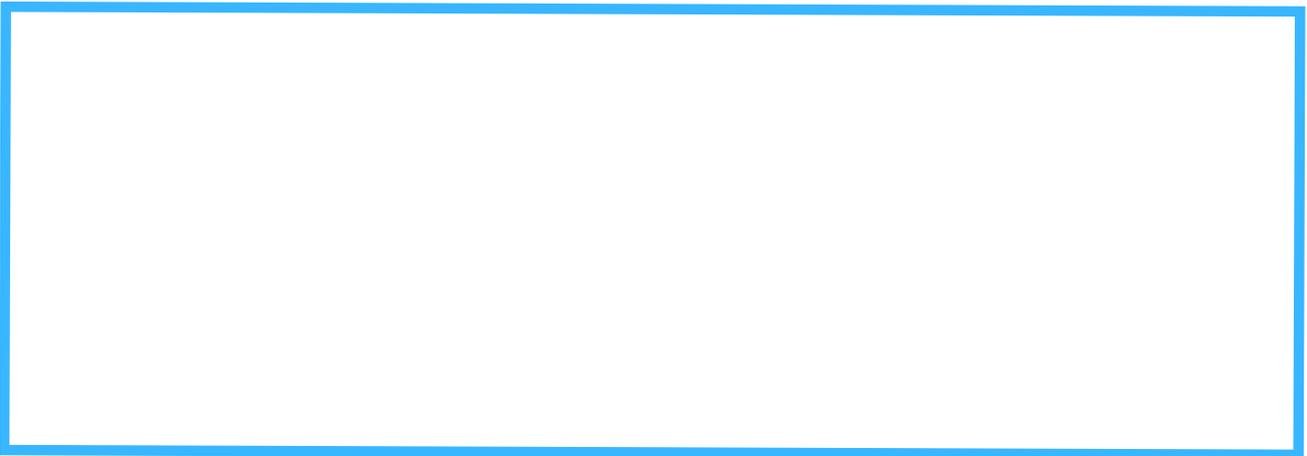
**Space**



**Motion**



**Mental**



# Change Your State - 1

Arm rotations are a simple, yet effective, way to enter a “Shower brain” state. They can be done anywhere at any time, indoors or outdoors, and requires no equipment or prior skill.

To begin an arm rotation exercise, stand and swing your right arm to the front to create a big circle, and continue until you have made 10 circles. When you have finished, reverse directions and swing your arm backwards for 10 more circles. Repeat with the left arm. Finish by swinging both arms together in circles towards the front for 10 repetitions, then reverse directions for a final 10 repetitions.

Some have found that they enjoy doing arm rotations while taking slow steps around the room, or rocking from one foot to the other. If you notice your body suggesting this extra movement, feel free to follow.

Write down your thoughts about the activity below. How did you feel after you finished the exercise? Did you feel more connected and focused?

# Change Your State - 2

Our emotions are the foundation that peak state is built upon. They have the ability to control everything in our lives – our mood, our decisions and our actions. If you want to start making positive progress, you need to get into a positive state.

## 1. SIT

Find a chair in a relatively quiet area and sit actively. Place both feet on the floor, shift your shoulders back, chest up, and hold your neck long and your head high. Your hands can be placed comfortably in your lap. You may also wish to close your eyes to gain greater focus and lessen distraction.

## 2. BREATHE

By changing your breath, you change your state of being. Begin by straightening your spine to promote unblocked airflow. Take a deep breath in through your nose and imagine you can follow the air all the way down to the bottom of your stomach. Hold the breath here for 3 seconds, then exhale through your mouth, pushing the air out until your lungs are completely empty. Repeat for a total of 10 breaths. After the 10th breath, pause for a moment to check your posture again. You may have found that your spine has rounded again, or you have slumped in your seat. Readjust your posture if necessary and repeat the breathing exercise you just completed for another 10 breaths. Readjust your posture, then complete the exercise with your final 10 breaths.

# Change Your State - 2

## 3. BEGIN HEART BREATHING

Put your hands on your heart. Feel its power and strength as you breathe into it. Oxygen is necessary for our brains, hearts, nervous systems, and all other functions to perform, but we often go through our days breathing shallowly and depriving our systems of oxygen. With your hands on your heart, inhale deeply through the nose and exhale deeply through the mouth, conscious of the oxygen you are supplying to your heart. Breathe this way for 1 MIN.

Write down your thoughts about the activity below. How did you feel after you finished the exercise? Did you feel more connected and focused?



# Questions

Please record any questions or thoughts that you have related to this training section. These will be answered in our live sessions together.

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