



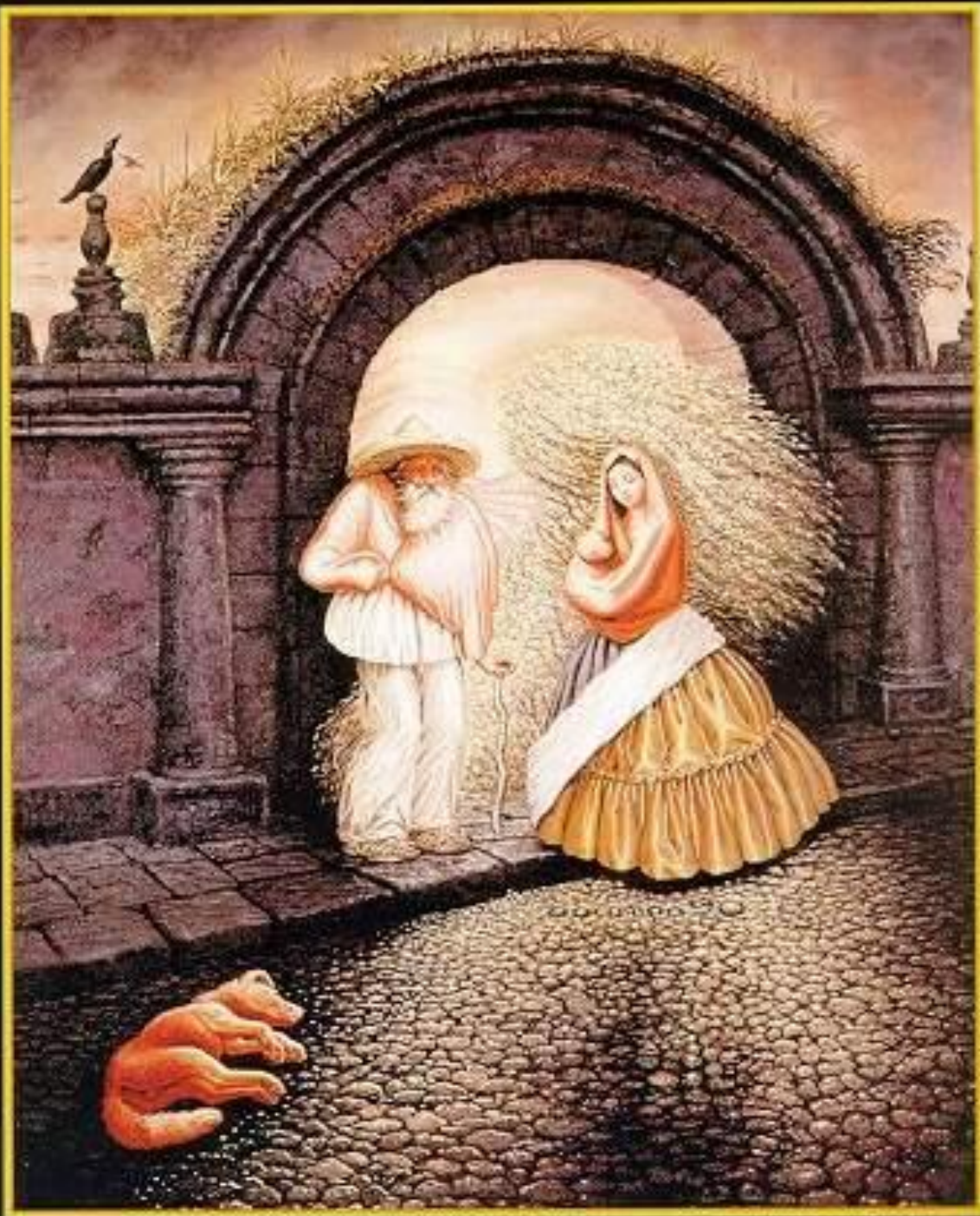
Stepping Outside Your Comfort Zone



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Perception

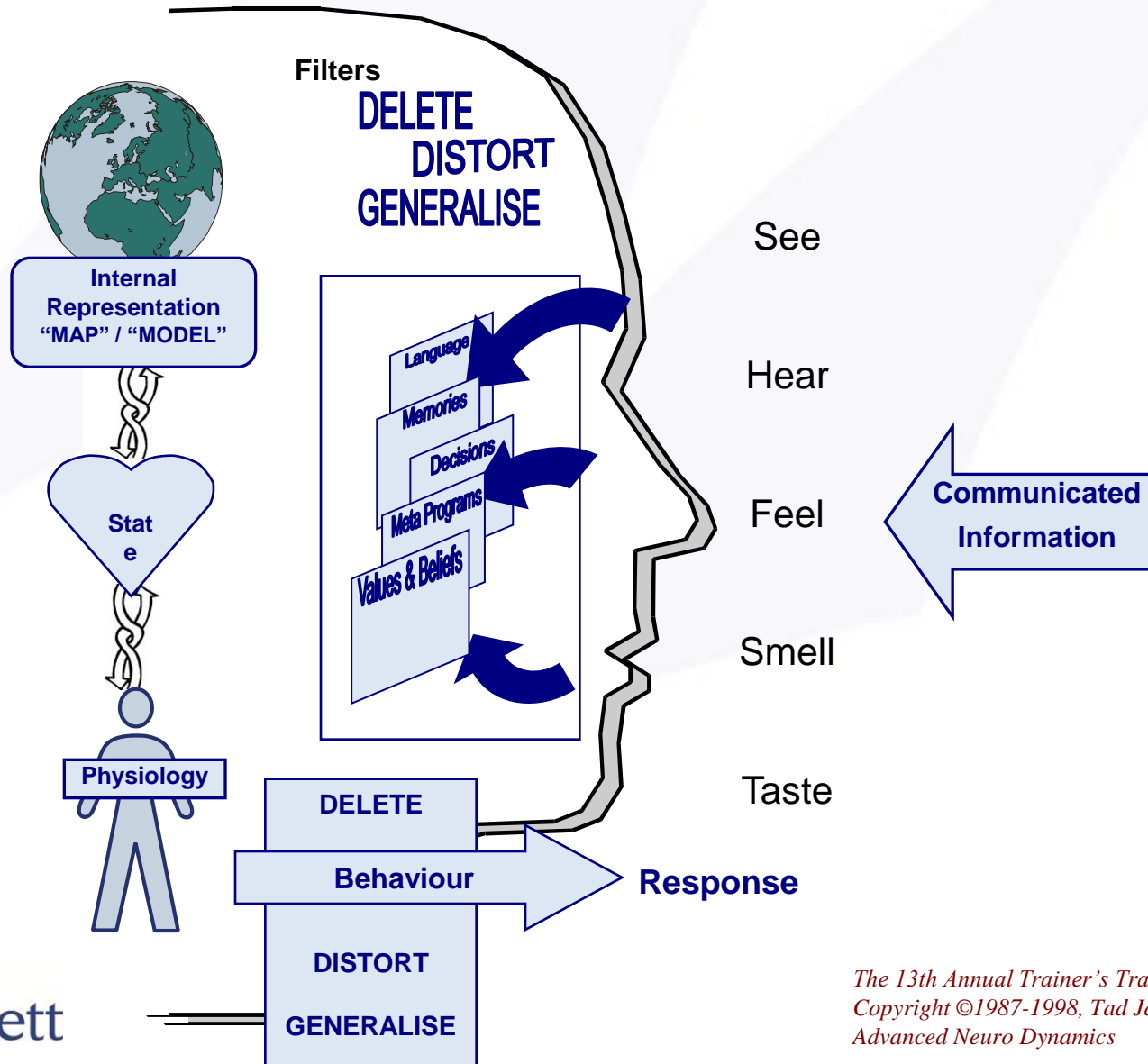








The Nature of Reality



Whole Brain Thinking

Right Side

emotion
spatial
daydreams
global
rhythm
images
synthesis
colour
music
movement



Left Side

logic
sequence
analysis
number
writing
linear
verbal
words

The Essence

- What is the essence?
- How else can I produce that essence?



Break the Rules

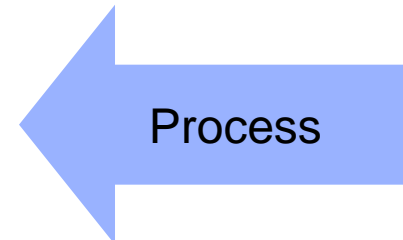
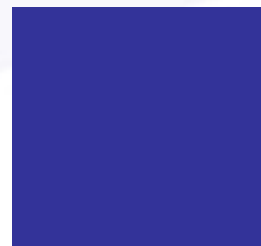
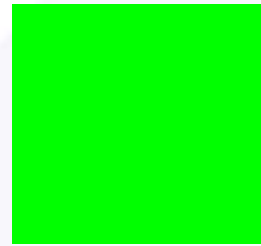
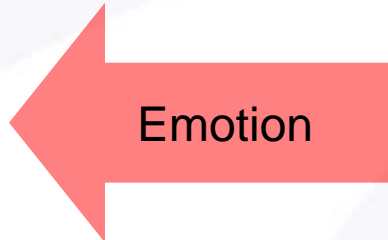
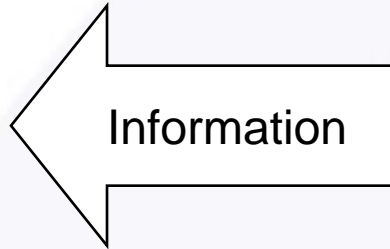
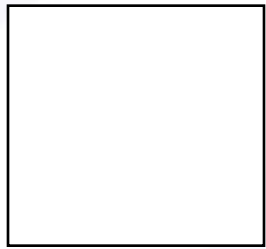
- Write down the opposite of what you want to achieve
- Get ideas on how to achieve the opposite
- Use these ideas as triggers



The Walt Disney Strategy

- DREAMER
 - anything goes
 - visualise and dream
 - everything is possible
- REALIST
 - how can we achieve that?
 - Practicality
- CYNIC
 - that won't work because....

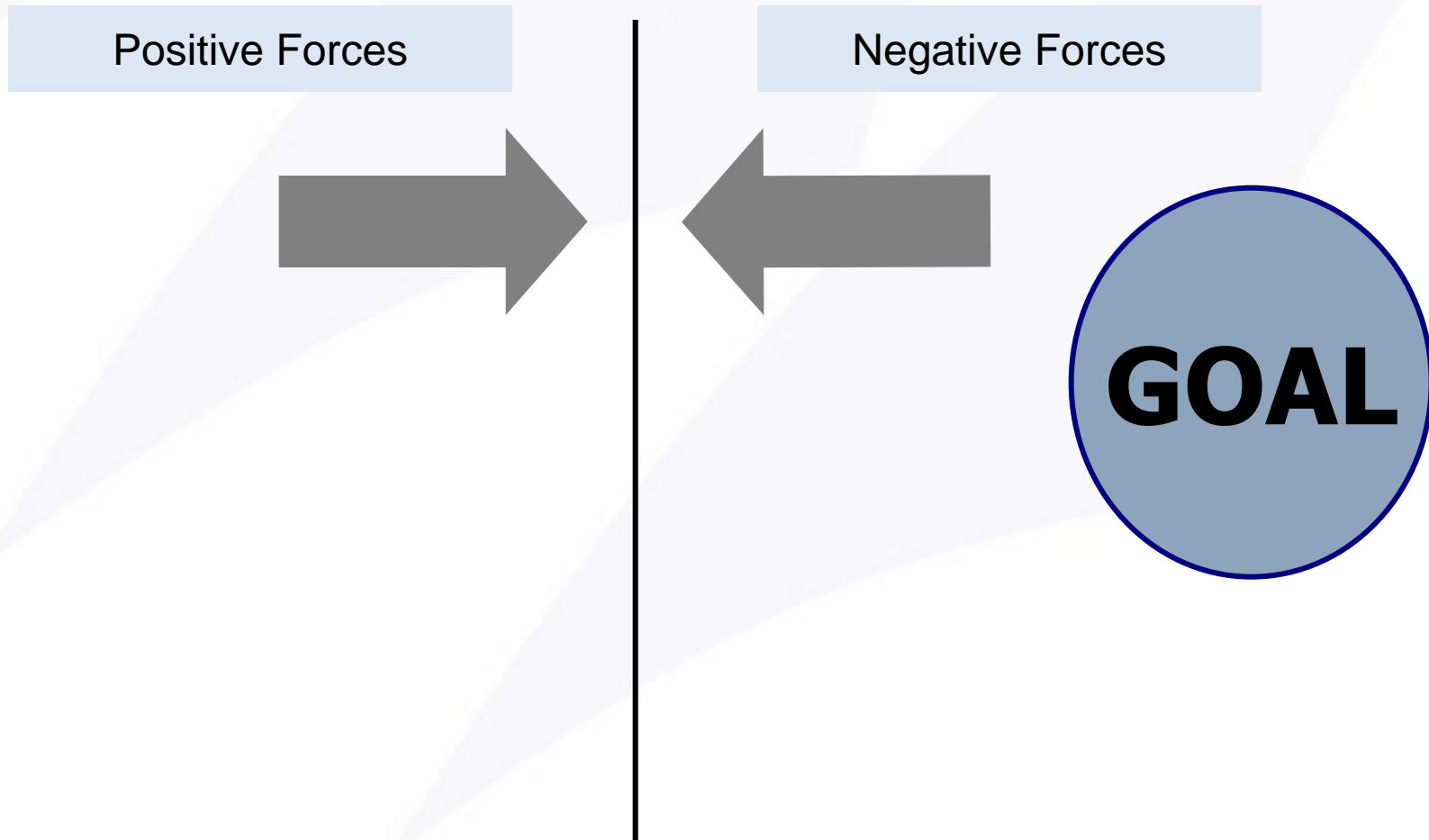
The Six Thinking Hats



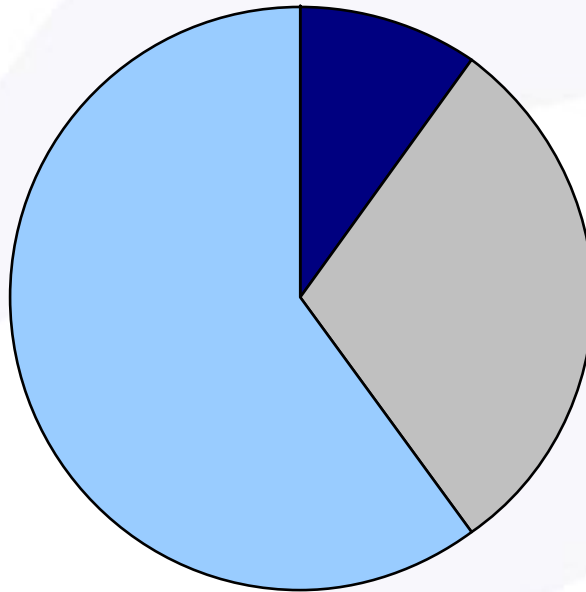
De Bono's Six Hats

	Hopes, reservations		Free flow of ideas, suggestions, proposals
	Positive effects, benefits, exciting outcomes		What information do we lack, where & how do we get it
	What could go wrong, whose expression of feelings could get badly affected		What do we do next, what practical steps

Force Field Analysis

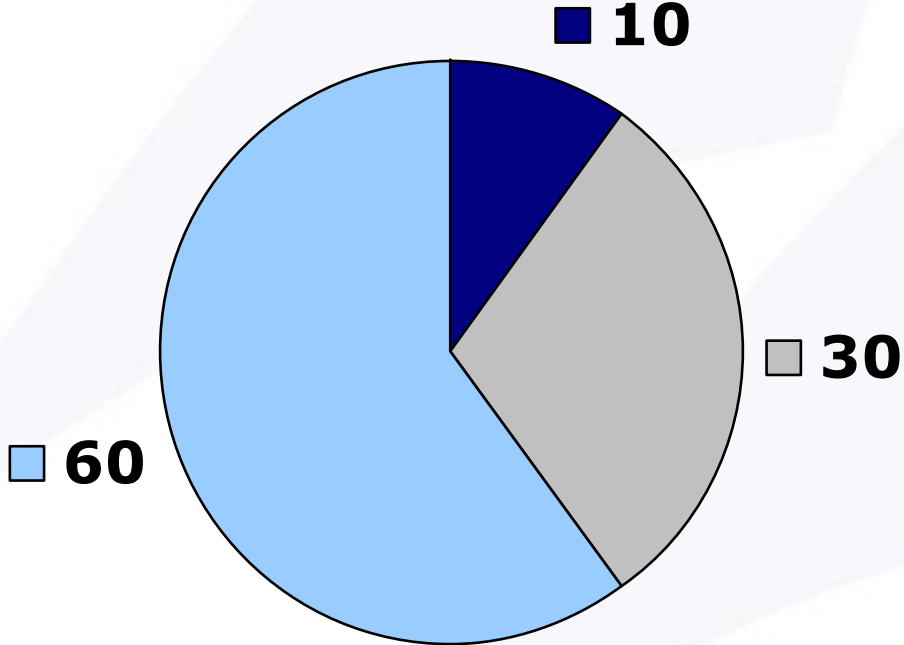


The PIE Effect



*performance
image
exposure*

The PIE Effect



*performance
image
exposure*