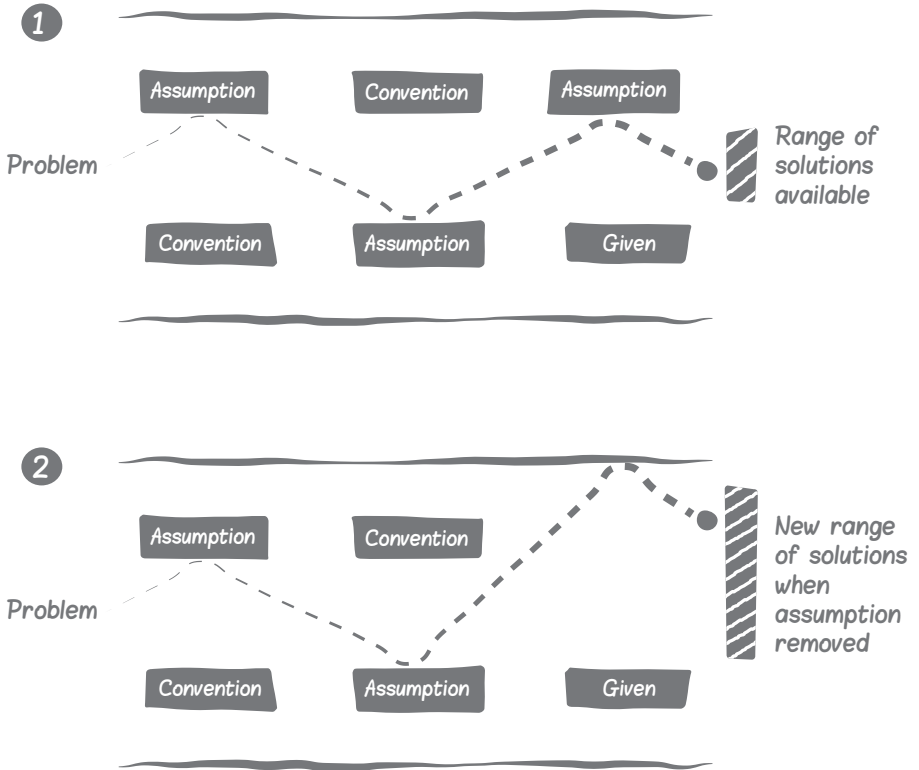


Be contrary

Challenge conventions and remove the barriers from your thinking and suddenly many more new possibilities are opened up.



Toolkit

1. Before looking at the problem, look at the assumptions and conventions around the problem
2. Now dare to be contrary – take the stance that it doesn't have to be like that; you could do things differently; you could ignore those conventions and start with a clean slate
3. Notice how changing the rules of the game reframes the way the problem can be tackled – and frees you up to come up with exciting, groundbreaking new solutions