

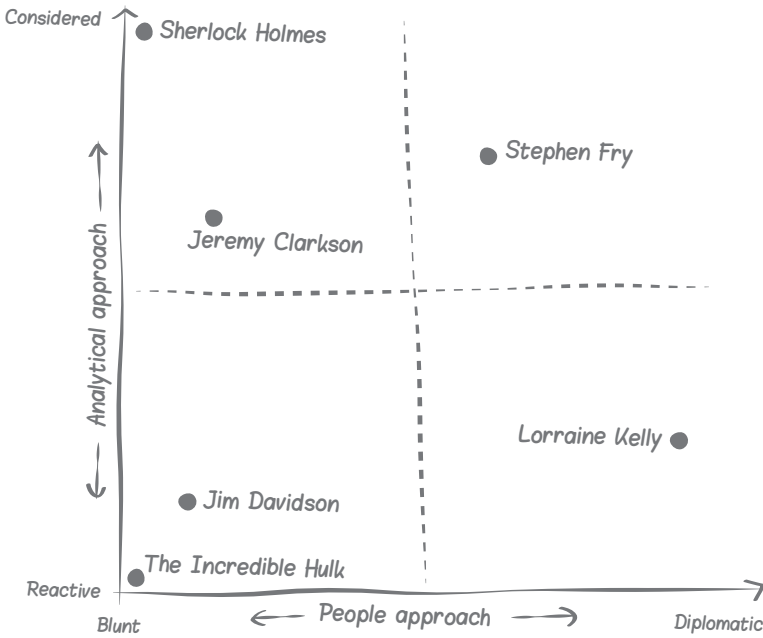
# Think like another

Think of another brand or famous person you could become, for instance:

Stephen Fry, Boris Johnson, Anna Wintour, Jeremy Clarkson, Batman, Shakespeare, Gandalf, David Bowie, Sharon Osbourne, Bradley Wiggins, The Dalai Lama, Kim Kardashian

Virgin, First Direct, Apple, Primark, Innocent, Coke, 3M, M&S, McDonalds

They have different qualities from you (and each other), so they'd approach the problem in a different way. Look at how the chart plots six people on a scale of analytical approach and people approach for instance. Though ignore where they're actually plotted – it's not supposed to be an accurate portrayal of their personalities.



## Toolkit

1. Stop being yourself. Forget that you work at company X, with such-and-such a brand / history / process / restriction
2. Get into the mindset of someone or something else—a famous person, a brand or a child
3. Try being that brand / person in a bit of role play, to 'walk in their shoes'
4. Now go back to the problem / opportunity and role play solving it from that person or brand's perspective
5. Free of your usual constraints, but with the sharp focus that thinking like someone else brings, you'll unearth new, previously unconsidered solutions