

# THINK

OUTSIDE  
YOUR  
BOX



THE  
RETHINKER  
IMPERATIVE

CREATIVE METHOD CARD DECK





**HOW TO:**

# BEHIND THESE CARDS.

This deck of ... cards is designed to challenge and boost your creative thinking. Each card offers a unique perspective and a real-life business example to spark your imagination in totally new directions.

- Start with a challenge or problem.
- Use the cards to find inspiration.  
If a card doesn't inspire ideas within 30 seconds, feel free to switch!
- Share ideas within your team and build on the best ones.

## 4 REALMS OF INNOVATION:



Market



Technology



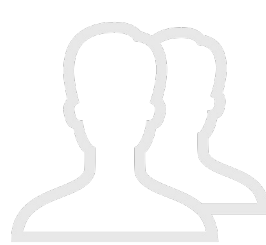
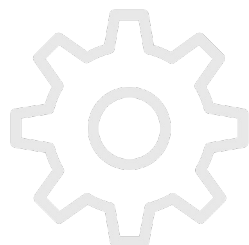
Customers



Regulation

# Market trends.

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**INTRO:**

## **MARKET TRENDS.**

We all know that marketing is no longer about rampant consumerism or pushing products no one wants. Bring your customer to the negotiating table. Apply the customer-knows-best principle to the extreme. The customer-centric approach has never been stronger.

Use these cards to improve on existing methods and devise your own ideas of how to shape the market beyond the current innovation trends.





**WHAT IF**

# **The public was willing to help you?**

Think of ways to tackle big challenges by using lots of helping hands. Think of crowd-funding/-sourcing/-investing/-lending.

LEGO Ideas is an ideation platform to crowdsource ideas for new products: everyone can submit, everyone can vote, and the winning ideas gain 1% of net sales.



# Technological trends.

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**INTRO:**

# **TECHNOLOGICAL TRENDS.**

Welcome to the technological revolution: augmented reality, virtual assistants, biometrics, machine learning, artificial intelligence. Contrary to science fiction predictions of yore, there is no need to fear robots. Rather, they give your company a bionic leg-up.

Use the examples on these cards to envision the different technological solutions available and position yourselves ahead of the curve.



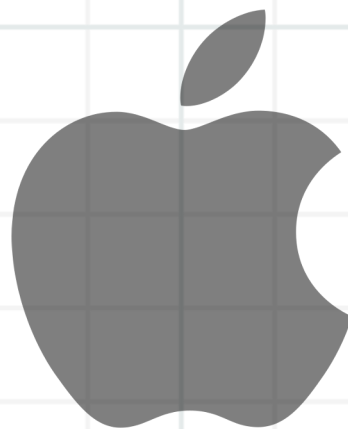


**WHAT IF**

# **You helped to reduce the use of technology?**

Imagine ways to help your customers use your product less.

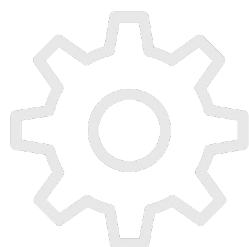
After great success with 3rd party apps, Apple included a Screen Time function to their devices, giving users an overview of how much time spent on the device, on which apps, and lets users set limits on their usage.





# Customer trends.

THE  
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IMPERATIVE





**INTRO:**

# **CUSTOMER TRENDS.**

Customer trends are quickly shifting. Having your finger on the pulse of innovation puts you ahead of the pack. These cards will help you come up with creative strategies to meet your customers' evolving needs.

Learn from these cutting-edge ideas and use design thinking to predict what's next. Combine your ideas and insights with customer journey mapping.





**WHAT IF**

## **You gave your customers something unexpected?**

Go the extra mile: surprise your customers with a present, a nice message or smart packaging.

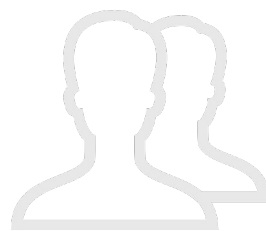
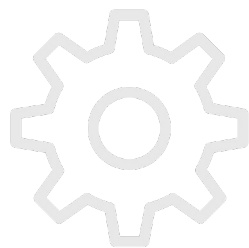
Tomorrowland, a world-famous music festival, delivers its tickets in an artsy box. Their stages feature detailed decors. Even their garbage collector's wear themed outfits.



TOMORROWLAND

# Regulation trends.

THE  
RETHINKER  
IMPERATIVE





**INTRO:**

# REGULATION TRENDS.

Regulation needn't be a burden. Get around the restrictions of red tape by creating innovative loopholes and finding crafty solutions to top-down directives. These cards will help you make bureaucracy work for you, not against you.

Adaptation is key to rising above what others might see as oppressive rules. We like to think of it as innovation anarchy.



**WHAT IF**

# The only driver to buy was sustainability?

Imagine that each additional kg of CO<sup>2</sup> produced by your company makes you lose a customer.

Think of products and services that have zero (or positive) impact on the planet. For example, Nike's Logistic Campus in Belgium is not only self-sufficient but also supplies energy for 1,500 additional households.

