

JUICED!TM



QVC[®]

David Newman

U UNCONSULTING

Introduction



Introduction



We'll ~~show~~ you how to do it...
remind





The 12 Tools:

- 1. Random Stimulation**
- 2. Worst Idea (180 Thinking)**
- 3. Great Idea!**
- 4. Celebrity Consultant**
- 5. Cross-pollination**
- 6. Clean Slate**
- 7. Yes or No**
- 8. Analogy**
- 9. The Rules**
- 10. Idea Generator**
- 11. The Strangest Places**
- 12. Picture Pages**

Creativity vs. Talent



Unlocking Your Business Idea Engine



Tool #1

Random Stimulation



Tool #2

Worst Idea Worksheet

Tool #3: Great Idea!

Specific FEELINGS/THOUGHTS/ACTIONS

BEFORE

DURING

AFTER

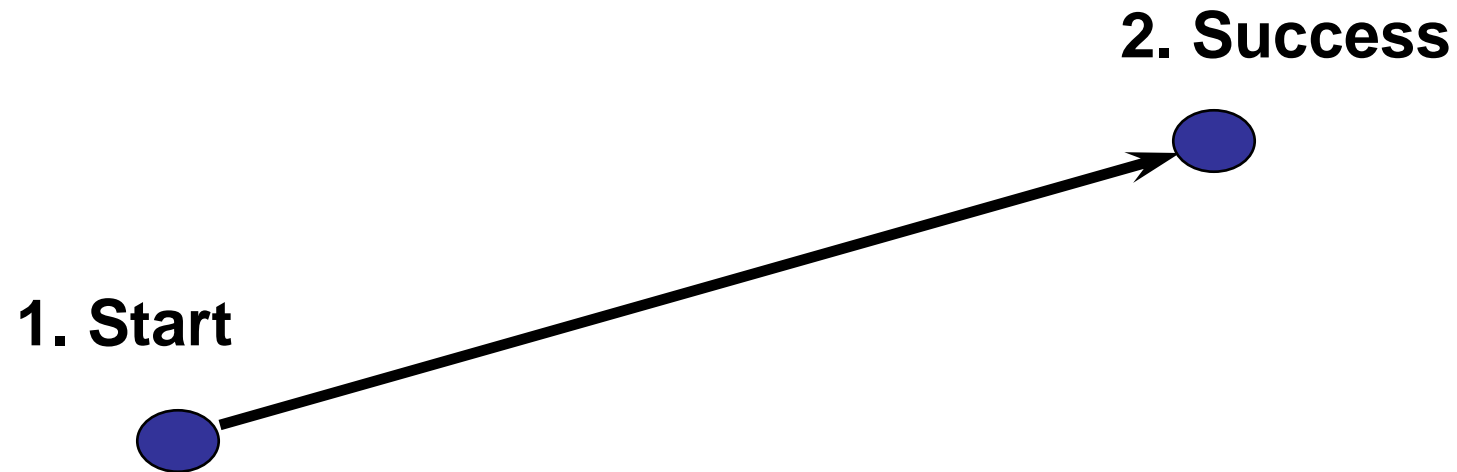
Key THEMES

BEFORE

DURING

AFTER

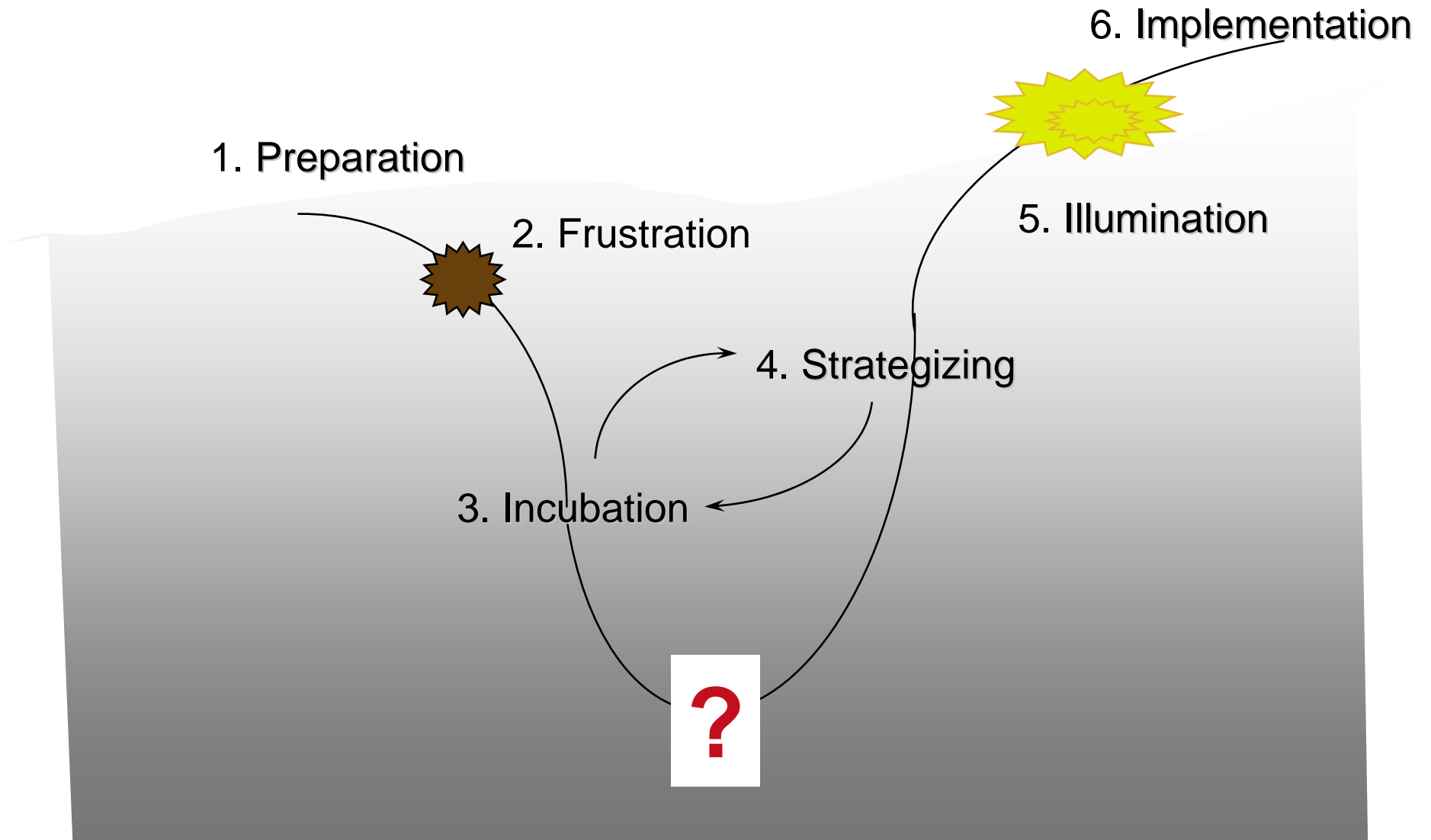
A Common Misconception

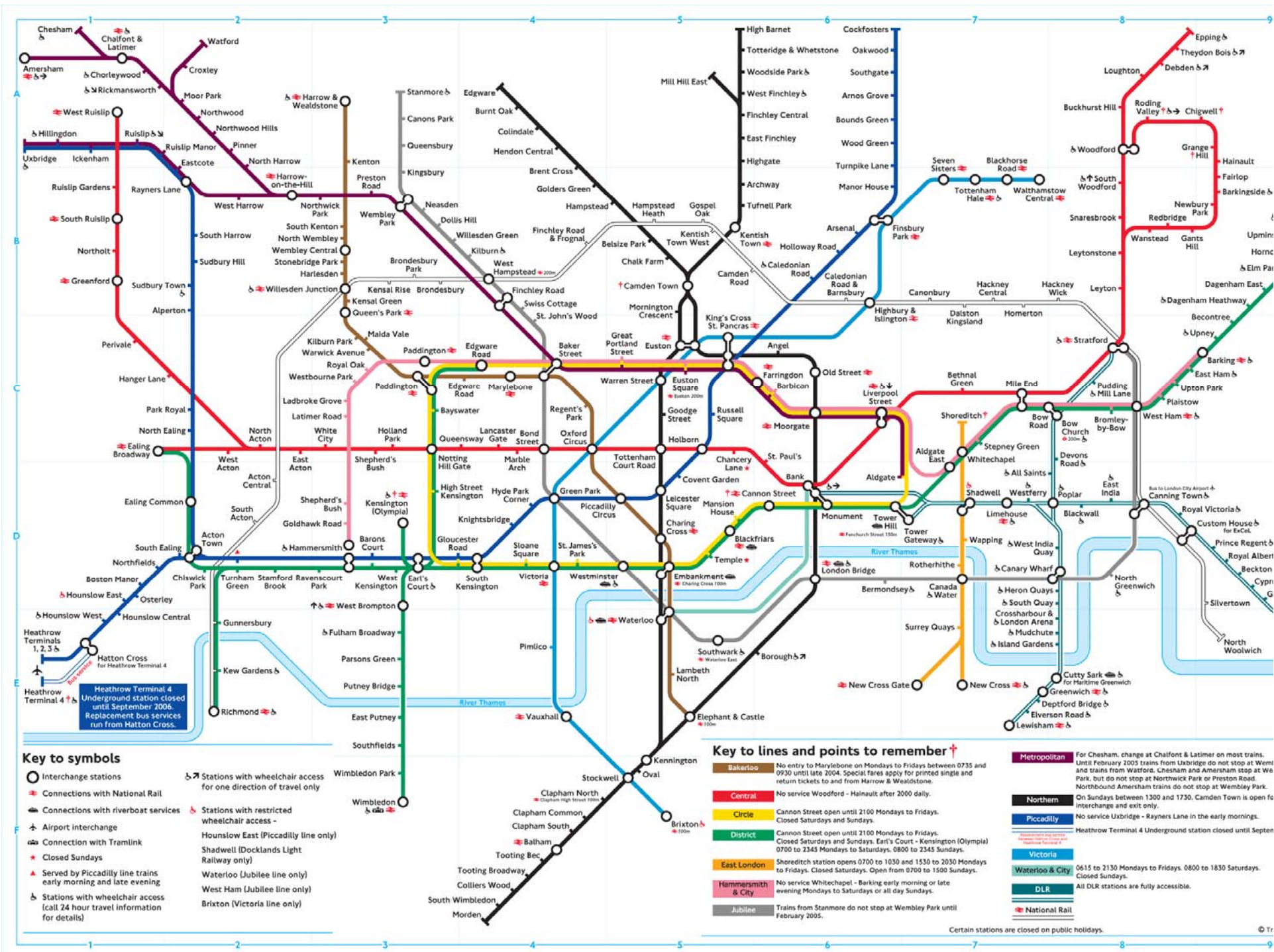


Tool #4

Celebrity Consultant

Creative Process





Key to symbols

- Interchange stations
- ⊕ Connections with National Rail
- ⚓ Connections with riverboat services
- ✈ Airport interchange
- ⚓ Connection with Tramlink
- ★ Closed Sundays
- ▲ Served by Piccadilly line trains early morning and late evening
- ♿ Stations with wheelchair access (call 24 hour travel information for details)
- ♿ Stations with wheelchair access for one direction of travel only
- ♿ Stations with restricted wheelchair access - Hounslow East (Piccadilly line only) Shadwell (Docklands Light Railway only) Waterloo (Jubilee line only) West Ham (Jubilee line only) Brixton (Victoria line only)

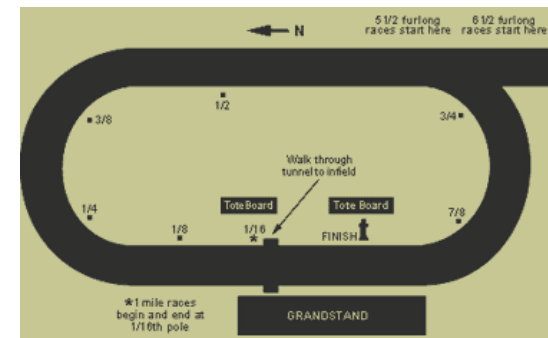
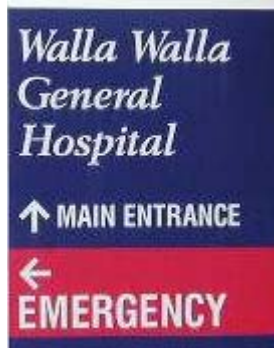
Key to lines and points to remember †

- Bakerloo** No entry to Marylebone on Mondays to Fridays between 0735 and 0930 until late 2004. Special fares apply for printed single and return tickets to and from Harrow & Wealdstone.
- Central** No service Woodford - Hainault after 2000 daily.
- Circle** Cannon Street open until 2100 Mondays to Fridays. Closed Saturdays and Sundays.
- District** Cannon Street open until 2100 Mondays to Fridays. Closed Saturdays and Sundays. Earl's Court - Kensington (Olympic) 0700 to 2345 Mondays to Saturdays, 0800 to 2345 Sundays.
- East London** Shoreditch station opens 0700 to 1030 and 1530 to 2030 Mondays to Fridays. Closed Saturdays. Open from 0700 to 1500 Sundays.
- Hammersmith & City** No service Whitechapel - Barking early morning or late evening Mondays to Saturdays and all day Sundays.
- Jubilee** Trains from Stanmore do not stop at Wembley Park until February 2005.

- Metropolitan** For Chesham, change at Chalfont & Latimer on most trains. Until February 2005 trains from Uxbridge do not stop at Wem and trains from Watford, Chesham and Amersham stop at Wem Park, but do not stop at Northwick Park or Preston Road. Northbound Amersham trains do not stop at Wembley Park.
- Northern** On Sundays between 1300 and 1730, Camden Town is open for interchange and exit only.
- Piccadilly** No service Uxbridge - Rayners Lane in the early mornings. Heathrow Terminal 4 Underground station closed until Septen
- Victoria**
- Waterloo & City** 0615 to 2130 Mondays to Fridays. 0800 to 1830 Saturdays. Closed Sundays.
- DLR** All DLR stations are fully accessible.
- National Rail**

Certain stations are closed on public holidays.

Tool #5: X-pollinate!



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Tool #6 Clean Slate



Tool #7

Yes or No

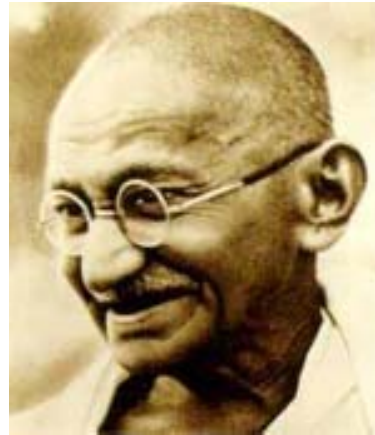


Tool #8 Analogy



Tool #9

The Rules



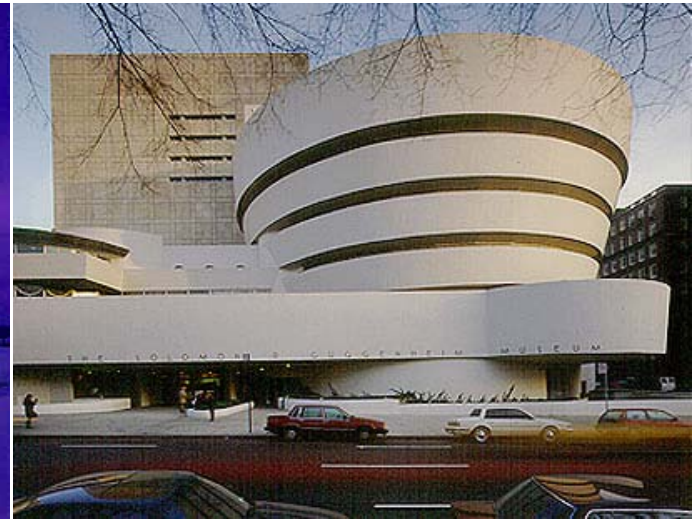
Tool #10

Idea Factory



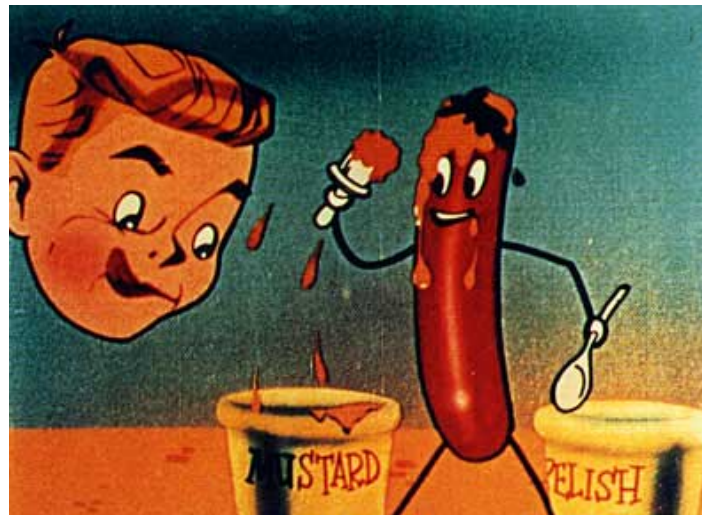
Tool #11

The Strangest Places



Tool #12

Picture Pages



Closing thought

Going forward, the inescapable imperative for every organization must be to make innovation an all-the-time, everywhere capability.

-- Gary Hamel

Thanks!



What we do:

- **Sales Science™**
 - Sales effectiveness programs
- **STARS from the Start™**
 - New manager development
- **Juiced!™**
 - Business creativity and innovation