the methods of geniuses

and how to apply them

we
are
you

what makes a creative genius
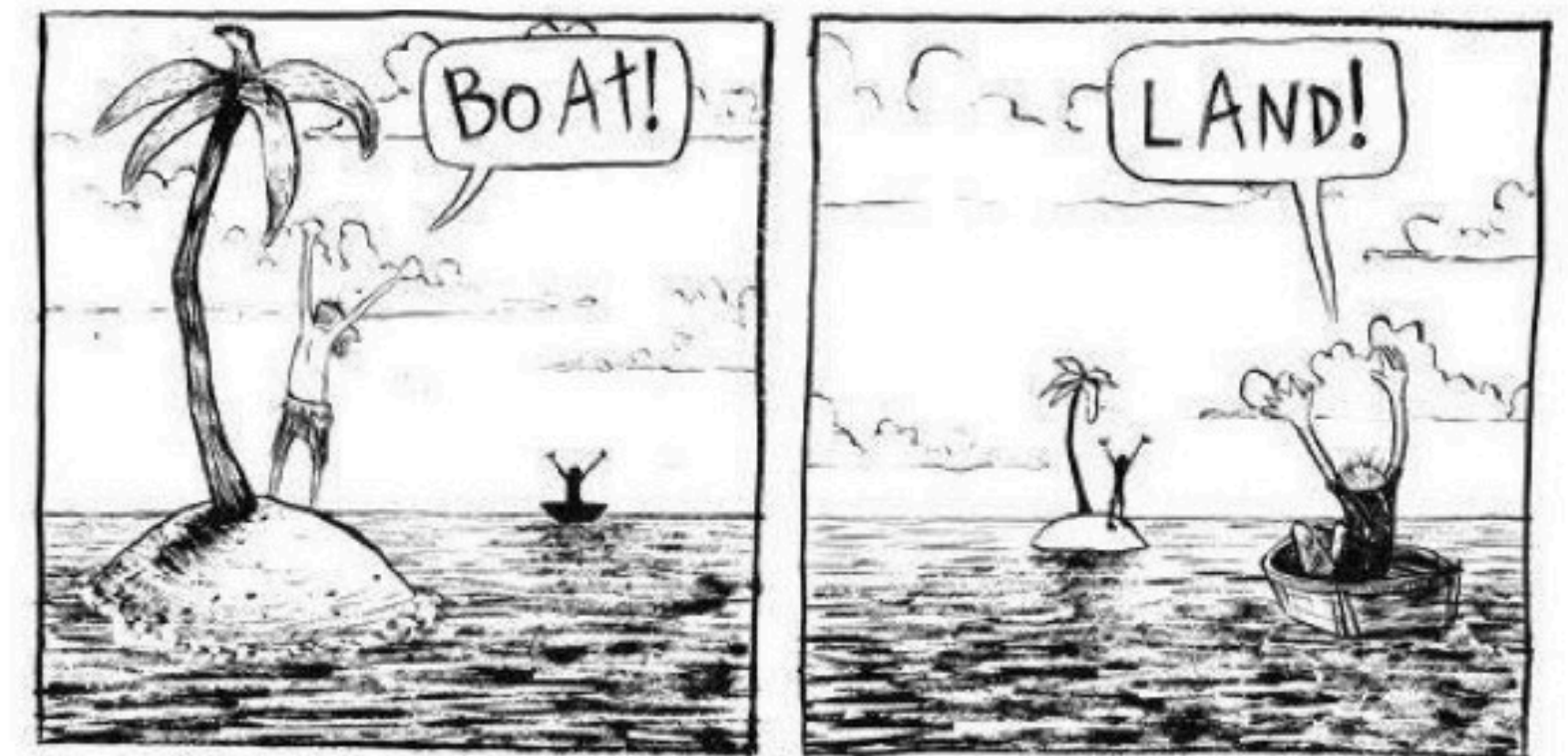
1. associations & perspective

Genius has a tendency to make connections where others don't see them.

The more connections you make, the more likely the chance of an original idea.

They focus on relationships more than object itself.

PERSPECTIVE

we
are
you

2. methods & techniques

They know how to explore and form new associations.

(this are what we're learning today)

Design **Thinking**

CONNECT

DISCOVER

IDEATE

CREATE

EVALUATE

3. repetition and iteration

They try, they learn, they repeat.

we
are
you

the da vinci technique

explore variations, until you find a masterpiece

explore variations, until you find a masterpiece

heads	eyes	noses	mouths	chins
bullet	goggle-eyed	parrot-beak	pinched	double-chin
skeletal	sunken	hooked	harelipped	slack-jaw
dome-like	bulging	thick-snub	wafer-thin	latern-jaw
beetle-brow	squinty	beak-like	drooping	sagging
bell-shaped	beady	cigar-shape	blubber-lipped	angular
egg-shaped	slant	lumpy	bow-like	chunky
furrowed	swollen	broad	beefy	projecting
forehead	red eyes	fibrous	twisted	receding

explore variations, in banking

products	services	technologies	customers	markets
current accounts	branches	website	investors	germany
credit cards	mortgage advice	mobile apps	small business	austria
home loans	investment advice	tikkie app	corporate	netherlands
personal loans	SME assistance	twitter	students	belgium
fx	wealth management	facebook	retirees	*spain
		instagram	families	*italy
		tik tok	self-employed	

apply it to your business

1. Ask "What is our business?"

2. Now ask "What should it be?"

3. Define the variables of your business. For example, products, services, markets, functions, pricing, technologies, distribution, management.

4. Choose top 4 or 5 variables. Write them along the top

5. List attributes under each variable.

6. Create novel combinations.

products

current accounts

credit cards

home loans

personal loans

fx

customers

investors

small business

corporate

students

retirees

families

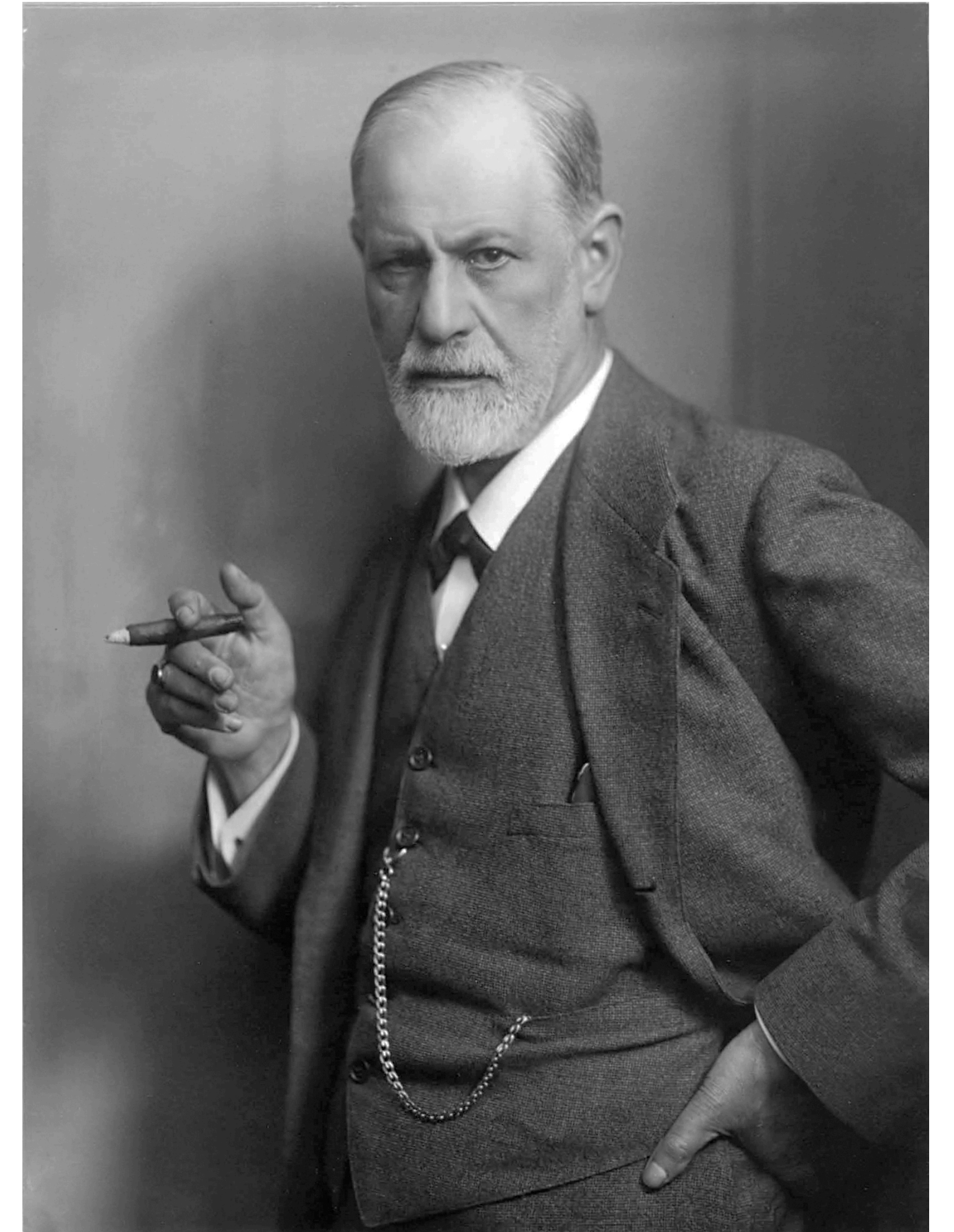self-employed

we
are
you

system mapping

see the whole

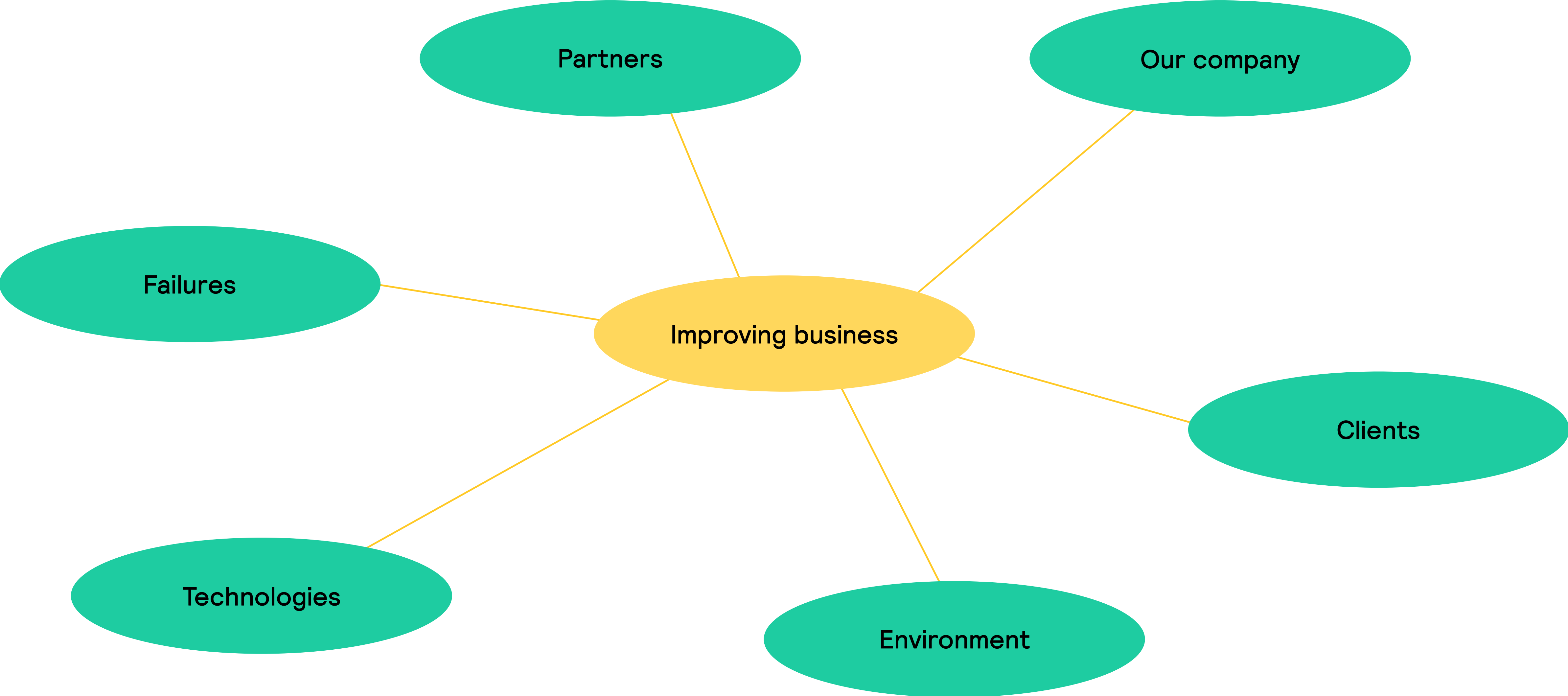Nature is a system of interactive elements.

Business is equally a system, within a system, with systems within!

System mapping shifts focus from the parts, to the whole, and the
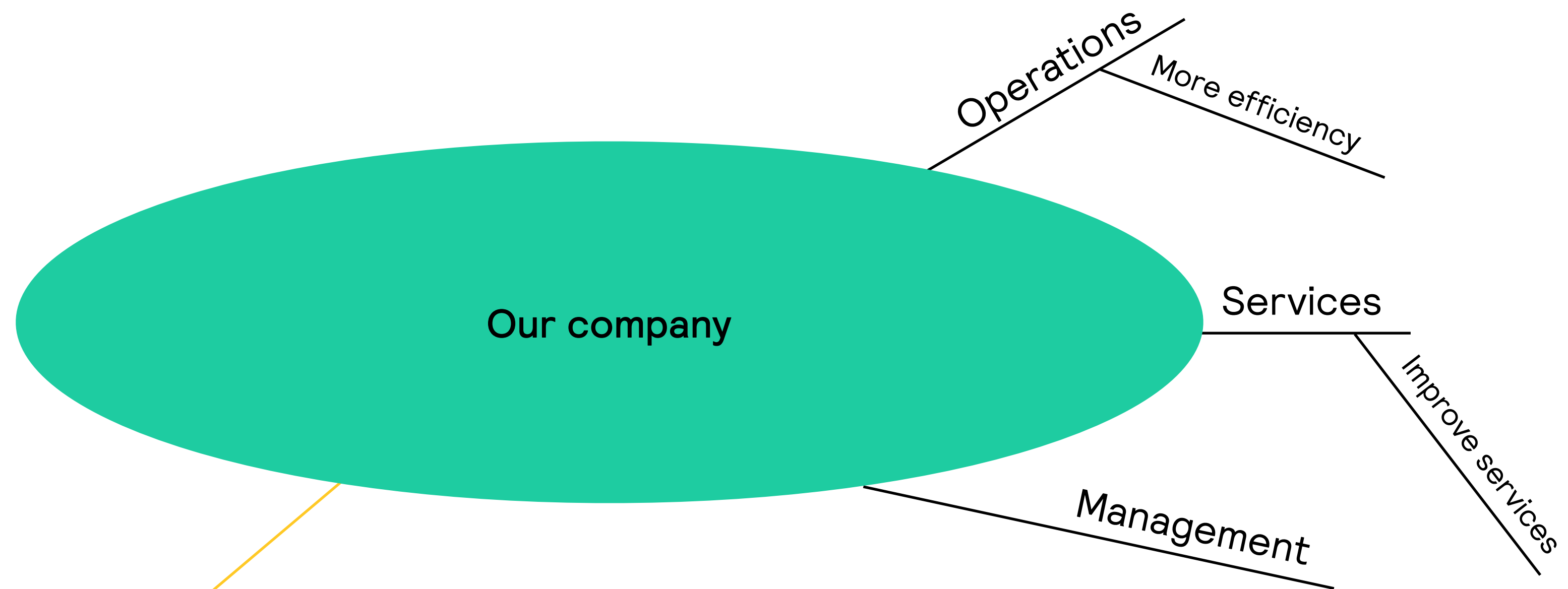
interaction between elements.

we
are
you

see the whole

Partners

Our company

Failures

Improving business

Clients

Technologies

Environment

we
are
you

see the whole

Our company

Operations

More efficiency

Services

Improve services

Management

we are you

apply it to your business

1. In the middle, write a single word or phrase that identifies your subject.

2. Identify major components.

3. Identify influences of each component.

4. Identify and link important factors for each influence. What's

   happening now? Trends and developments?

5. Highlight the major influences.

6. Analyse the biggest impact items. Ask: Good or bad? Short term or

   long term? What are the causes? etc etc

7. Select a major one. Brainstorm around it. Then another. Then another...
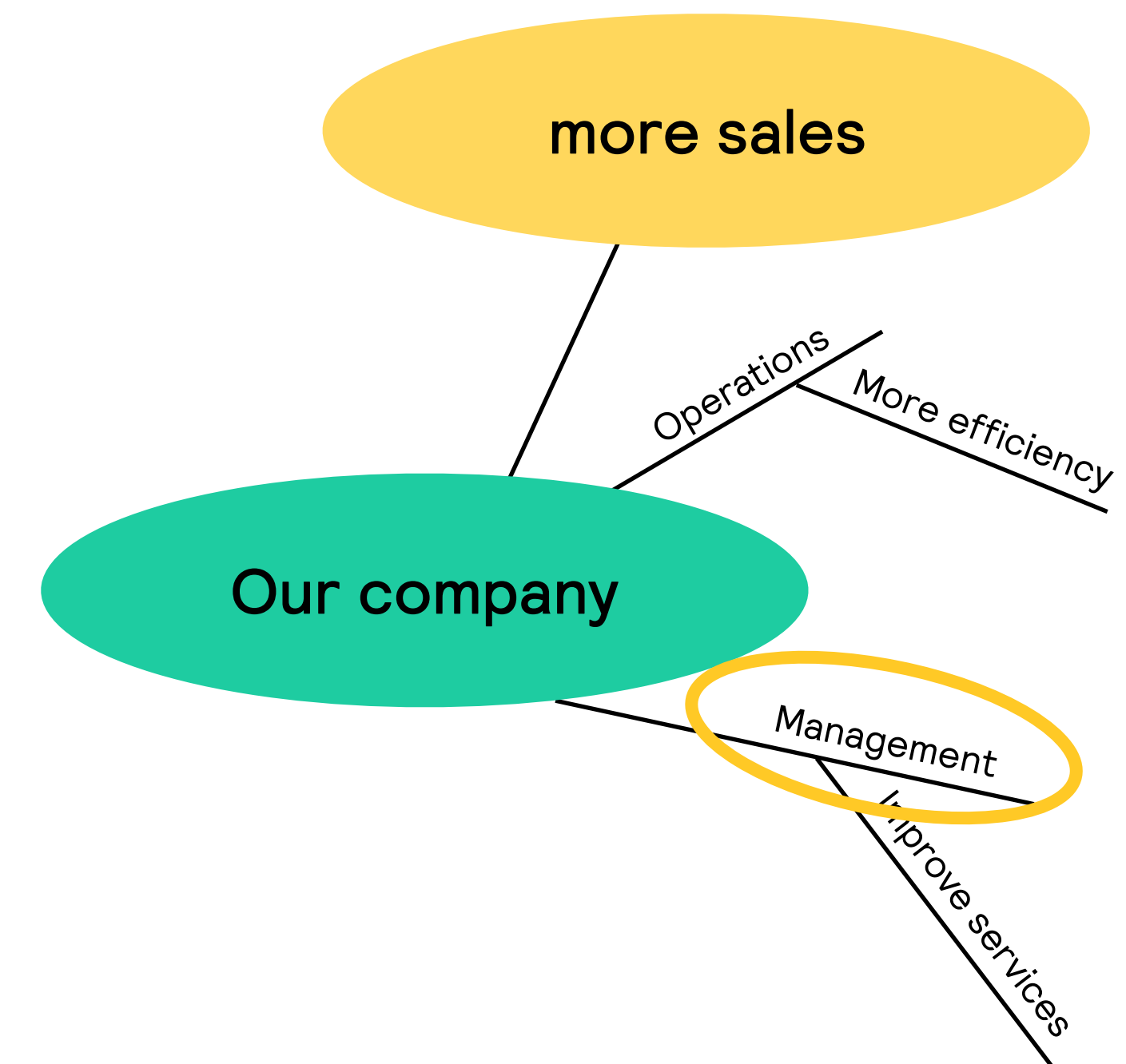
opposites

reverse your thinking

how many matches must

there be in a 117 player

singles tennis tournament?

list and reverse your assumptions

restaurant assumptions

reverse

have menus

no menus

Only serve ingredients bought that day at the market. No choice.

charge money for food

give food away for free

Outdoor cafe that charges for time instead of food.

serve food

do not serve food of any kind

A place with unique decor, beautiful environment, but people bring their own food and pay a service charge for the location.

apply it to your business

1. State a challenge e.g. Increase sales

2. State the exact opposite e.g. Decrease sales

3. List the things you need to do to achieve it.

4. You just found the sources of your problems. Now order them

   based on impact.

5. Brainstorm how to solve them, starting at the top.

there's more, just not today

thanks for coming 🙏

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