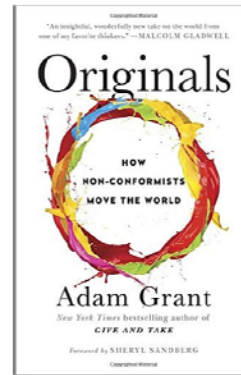




Establishing True North...Together.



Actions for Impact

If you're seeking to unleash originality, here are some practical actions that you can take. The first steps are for individuals to generate, recognize, voice, and champion new ideas.

GENERATING AND RECOGNIZING ORIGINAL IDEAS

1. Question the default.
2. Triple the number of ideas you generate.
3. Immerse yourself in a new domain.
4. Procrastinate strategically. When you're generating new ideas, deliberately stop when your progress is incomplete.
5. Seek more feedback from peers..

VOICING AND CHAMPIONING ORIGINAL IDEAS

1. Balance your risk portfolio.
2. Highlight the reasons not to support your idea. Start by describing the three biggest weaknesses of your idea and then ask them to list several more reasons not to support it.
3. Make your ideas more familiar.
4. Speak to a different audience.
5. Be a tempered radical.