Think Outside the Box:  
Creative Exercises to Help Wow Clients

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1:30 p.m.-2:30 p.m.  
Room 181B

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Think Outside the Box: Creative Exercises to Help Wow Clients

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Brainstorming Activity 1 – The Word Game
Brainstorming Activity 2 – A Fresh Approach
Brainstorming Activity 3 – Finding Connections
Brainstorming Activity 4 – Group Project

Lesson: IDEAS BREED IDEAS
Warning: Keep critical, analytical thinking in check.

• Make a list of common words; e.g., Dog, Fancy, Ice, Speed, Peach.
• List the first opposite-meaning word that springs to mind; e.g., Cat, Plain, Fire, Slow, Onion.
• Now come up with at least 3 more opposites for each word and share why you chose them.

Dog = Cat, Giraffe, Dog Catcher, Bone-hater
Fancy = Plain, Simple, No-frills, Generic

Warning: Keep critical, analytical thinking in check.
There are many ways to find your creative process. Many activities can change the way your brain thinks and can encourage it to work in different ways.

When you learn to tap into a brain trigger, it can be a very powerful ally in creative thinking.

Group Question: What do you do to inspire yourself and inspire your employees?

Never say “no” – find a way to make it work.
Think of new products to use – don’t always rely on those familiar go-to products.
A budget isn’t always a budget – creativity speaks volumes and can sometimes find money.
Position yourself in a creative manner and separate yourself from your competitors. It’s all about personalization.

Group Question: What Do You do to personalize the sales process?

Brainstorming Game 2 – A Fresh Approach

- Write down what you see when you look at these shapes.
- Now look at the shapes again and try describing them differently this time.

Lesson: Looking at things in a fresh, new way can trigger a whole bunch of thoughts, and that’s the essence of effective brainstorming.
10 Ways to Boost Creative Thinking?

- Exercise
- Travel
- Make Notes
- Group Discussion
- Keep Learning

Lesson: This is simply another method of changing your viewpoint, as well as generating more ideas.
Lesson: Thinking is very fluid and visual, making use of symbols and pictures instead of words. Give your problem a color ... even a smell! What shape is it? What does it feel like to the touch?