

EXAMPLES FOR THE TRAINER

One director wondered how to get the sales team to be more creative. He had the impression that recently the team was a bit resting on its praises and no longer had such enthusiasm for creating new sales solutions. They were shoe retailers, and the company's recent performance was at a moderate level of satisfaction. However, he came up with an idea and forced some originality of thinking on the team. Remembering that originality of thinking is the ability to generate new, original ideas. It includes a readiness to redefine concepts and question accepted rules. An open mind is useful here, which allows you to see the uniqueness and usefulness in various objects and situations.

He prepared tips for the team:

- Try to come up with an idea that no one has come up with yet.
- Thinking about the problem you are working on, consciously use some provocative element.
- Try various weird images and associations - they often act as a springboard, thanks to which you will come up with an original, innovative idea.

He began: Imagine people have three legs (or three arms). Try to generate as many original ideas as possible about what the world and life of people would look like if each of us had three limbs.

part 3



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The exercise was tumultuous. Part of the team was very sceptical at first, but after a while each team member became fully involved in the task. The next brainstorm was already thinking about what to do to sell more in the new quarter.

part 3

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