



HOW IS YOUR ASSOCIATIVE MIND DOING?

TAKE 5 MINUTES, A PENCIL AND THIS PAPER. AND WRITE.

In need of some fresh ideas? Our associative mind has so many ideas available. Sometimes you just need the right mix.

1. Write down the main question you're dealing with
2. Draw a circle around the two keywords in your question
3. Make a list of at least 10 associations per keyword
4. Pick a combination in the two associations columns
5. Hello, new idea! Time to put you into practise.

MY MAIN QUESTION IS:

KEYWORD ASSOCIATIONS:



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Winning solution:

Date: