

B

Look at synonyms & antonyms

Find related words/concepts

I

Picture It

That's an easy 1,000 words

N

Work alone

Clarify your thoughts & ideas

G

Get together

Clarify the thoughts & ideas of others

O

Ask others for input

See things in new ways

Let yourself be bored

Ideas will come to you

Transform old to new

Give it a makeover

Change your environment

Get out of your office, go for a walk

Go to the absurd

Exaggerations spotlight ideas

Combine opposites

Contrast reveals opportunities

Organize

Group ideas for comparison

Phone a friend

Tell them you're struggling/stuck

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BRAND**

Google It

Employ the hive mind

Keep your notes handy

Document and share as needed

Have a laugh

Laughing signals safety and removes stress

Diversify

Strive for each idea to be distinct

Entertain the worst

Get weak ideas out of your way

Find the nugget

Suss out a truffle from the dirt pile

Look at past work

Identify the concept and branch out

Ask, "WWWD?"

What would Willy Wonka do?

Doodle

Or free write until something comes out

Listen carefully

Read between the lines

Make a leap

Start with a hop if needed

Rest & Repeat

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New Client Outreach

Creativity

Thank you for attending!

You can access creativity resources by visiting <https://btddbrand.com/LMA>. Use the password: LMA

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