



NAME..... DATE..... RATING OUT OF 10.....

TITLE: SO WHAT MAKES UP A BIG IDEA?

QUOTE: “A new idea is delicate. It can be killed by a sneer of a yawn; it can be stabbed to death by a joke, or worried to death by a frown on the right person’s brow” Charles Brower

OBJECTIVES FOR THE WEEK:

Draw a big circle and put the core idea in the middle. Then build layers around this with the peripheral bits and right to the edge. Take a marker in the colour of your company and draw a line to each of the outlying elements that link to the core idea. In a different colour circle and parts that don't link to or make sense of the core values. Question why they are there or if they can be made better.

RESULTS:

