



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

TITLE: DREAM BIG, MAKE SMALL

QUOTE: “Follow your dreams, they know the way” Kobe Yamada

OBJECTIVES FOR THE WEEK:

Think BIG!

Have a session on what you would do if there were no limits. What is your dream and how it would work. This should give plenty of opportunities for big ideas. Look at what the essence of the idea is, the thing that is most important and see if you can bring the cost/ size down. Be naïve, if it is an amazing idea and you want a top rock band to do it, they might do it for free for the publicity. Years ago we did instant gigs on the streets for T-Mobile and the bands did it for free as it made them look cool and connected them with a youth fan-base. If we had thought about it, we would have dropped the idea as too expensive before we started, but we gave it a go.

Also think differently about how you make things. We use theatrical set builders rather than event set builders. They do an awesome job, but they cost less, so we can do things we could not afford otherwise.

This is not just a big ideas thinking exercise, it is also about thinking clever on your implementation.

Can you come up with a great idea that you can also make affordable.

RESULTS:

