



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

TITLE: HORSES FOR COURSES

QUOTE: *“Not all who wander are lost”* J.R.R.Tolkien

## OBJECTIVES FOR THE WEEK:

Look at the industry you are working at and gauge the amount of creativity you normally give it. Is this the right amount? If you have been doing this level for a while and it is accepted, it is probably time to up the level a little bit more. This week, focus on coming up with a new idea that is a little bit edgier than you normally go. Something that pushes the boundary a bit but does not break it. If this is accepted, it can become the new normal and you will have moved the frontier of creativity forward in your business.

## RESULTS:

