Motivate Design presents

THE WHAT IF TECHNIQUE™

(Working on it)
WHY "WHAT IF"?

We are so glad you asked!

GOAL = INNOVATE, THEN...
WHY “WHAT IF”?

We are so glad you asked!

GOAL = INNOVATE, THEN...

INCREMENTAL CHANGE = INCREMENTAL GROWTH

DISRUPTIVE THINKING = A BIG DIFFERENCE
WARNING: THIS IS HARD
THIS IS HARD

Thinking disruptively is a disruptive thing to do.

“WHY?” YOU ASK...
SUCCESSFUL COMPANIES OFTEN HAVE AN AVERSION TO RISK
EMPLOYEES ARE REWARDED TO NOT BE DISRUPTIVE
Business leaders often lack the training to think disruptively.
BUT, IT IS POSSIBLE
SO, WHERE DO YOU START?
STEP ONE

START WITH A BROAD VIEW
STEP ONE

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LOCATE AN AREA IN WHICH EVERYONE SEEMS TO BE STUCK AND NOTHING HAS CHANGED IN A VERY LONG TIME
STEP ONE
START WITH A BROAD VIEW

Locate an area in which everyone seems to be stuck and nothing has changed in a very long time.

...an area where profit performance is average. It really should be more successful, more lucrative.
LOOK FOR CLICHÉS
IDENTIFY THE STATUS QUO
Or any overused attributes that lack original thinking
EX. LAUNDROMATS
THE "WHAT IF" TECHNIQUE

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Cliché: Laundromats are depressing!

Cliché: Laundromats are dirty!

Cliché: There are bad, fluorescent lights

Cliché: They are out-dated & weird
STEP TWO
DEFINE YOUR SITUATION

“I WANT TO DISRUPT THE COMPETITIVE LANDSCAPE OF [INSERT YOUR SITUATION] BY DELIVERING AN UNEXPECTED SOLUTION.”
STEP THREE

ASK “WHAT IF?”
Ready to try it out?
STEP ONE

Grab a Post-It pack and a marker
STEP TWO

For three minutes, write as many “what ifs” as you can!

This step is about quantity—not quality! Write, write, write!
STEP THREE

Share all of them, one by one—popcorn style!
STEP THREE

Share all of them, one by one—popcorn style!

STEP FOUR: REPEAT
STEP THREE

Share all of them, one by one—popcorn style!

STEP FOUR: REPEAT

STEP FIVE: REPEAT AGAIN
STEP SIX

One last time! Three minutes of total “what if” madness!
HERE ARE SOME OF OURS!
WHAT IF...
(Just a few of our ideas!)

LAUNDROMATS WERE FUN? RELAXING? COOL?
WHAT IF THEY WERE LUXURIOUS & EXCITING?
WHAT IF...

(Just a few of our ideas!)

Laundromats were fun? relaxing? cool?
What if they were luxurious & exciting?

They were places to be productive? or social?
WHAT IF...

(Just a few of our ideas!)

Laundry mats were fun? relaxing? cool? What if they were luxurious & exciting?

They were places to be productive? or social?

They were places to take your kids? or your pets?
HAVE YOU MADE OBSERVATIONS?
HAVE YOU MADE OBSERVATIONS?

HAVE YOU LOCATED SOME INSIGHTS?
Have you made observations?

Have you located some insights?

Do you have your “what if” hypothesis?
ARE YOU READY FOR MORE?
OPPORTUNITY

Discuss different parts of an opportunity: audience, advantage, & gap.

FILL IN THE BLANKS!
“THERE’S AN OPPORTUNITY TO PROVIDE [WHO] WITH [WHAT ADVANTAGE] THAT [FILLS A GAP.]”
OPPORTUNITY

Frame your opportunity in a super concise way.

EXAMPLE:
“THERE’S AN OPPORTUNITY TO PROVIDE URBAN DWELLERS WITH AN AWESOME LAUNDRY EXPERIENCE THAT IS VERY ECO-FRIENDLY.”
Incorporate your “what ifs” and your opportunity...

WHAT IF...
The laundromat also had a hair salon?
WHAT IF...
THE LAUNDROMAT ALSO HAD A HAIR SALON?

THE LAUNDROMAT OFFERED LOCAL, ECO-FRIENDLY PRODUCTS?

DEVELOPMENT

...This will result in more developed, discernable ideas
DEVELOPMENT

Keep developing and pushing your ideas

WHAT IF...

THE LAUNDROMAT ALSO HAD A HAIR SALON?

THE LAUNDROMAT OFFERED LOCAL, ECO-FRIENDLY PRODUCTS?

THERE WAS A BAR IN BACK, SPEAK-EASY STYLE?
ARE YOU FOR REAL?
“MORGAN GARY’S PRIMARY MISSION IN CREATING SPIN LAUNDRY LOUNGE WAS TO REIMAGINE THE ENTIRE LAUNDROMAT EXPERIENCE.”
STAY CURIOUS
ALWAYS ASK THE WHAT IF’S!

What If every Uber car was a Tesla?
What if laundromats served wine?
What if fish was the most popular breakfast food?

What if we helped you unleash the What If Technique on your problem spaces and goals?

Learn more about us at www.motivatedesign.com

We’d love to hear from you and help you discover #WhatIf for your company, team, product, and more.

You can reach us at (646) 400-5108 and hello@motivatedesign.com

Tweet your #WhatIf to @Motivate_Design
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