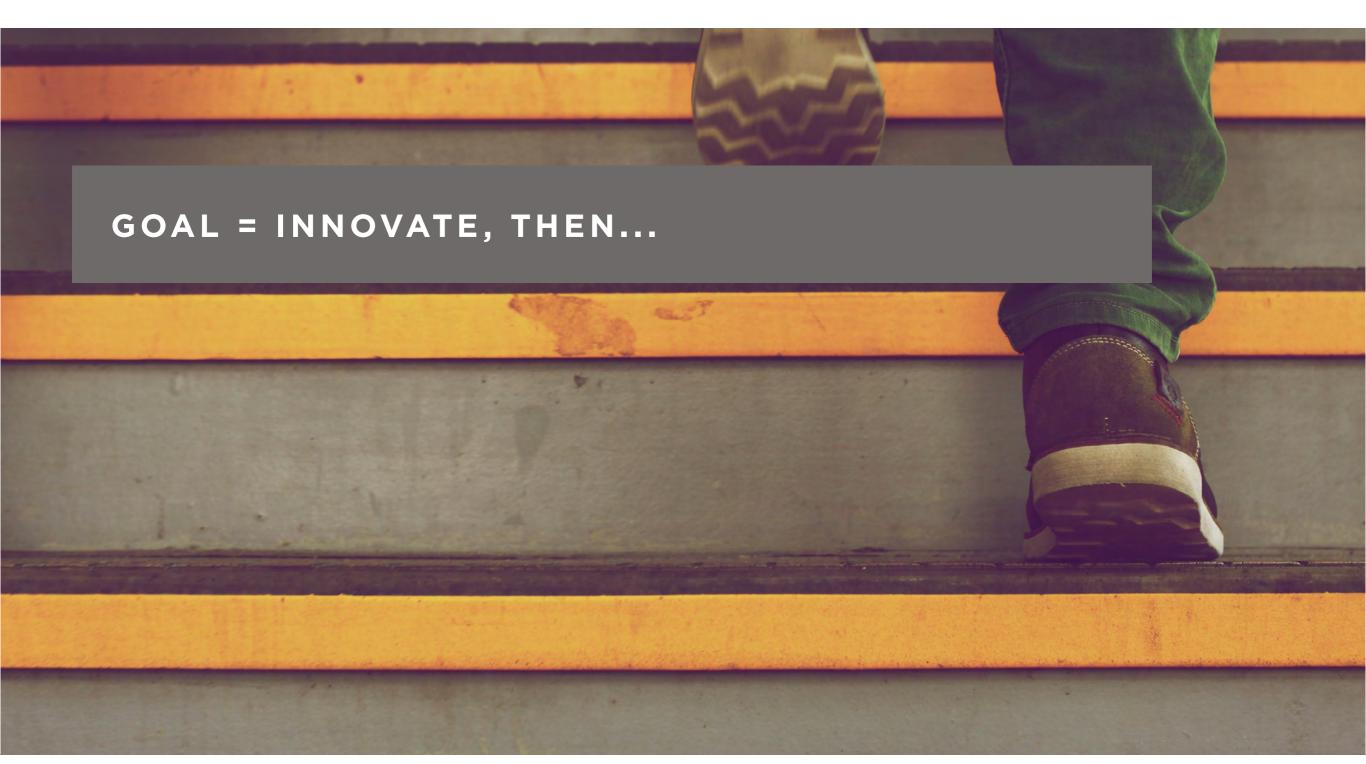
Motivate Design presents

THE WHAT IF TECHNIQUE™

(Working on it)

WHY "WHAT IF"?

We are so glad you asked!



WHY "WHAT IF"?-

We are so glad you asked!





THIS IS HARD

Thinking disruptively is a disruptive thing to do.







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



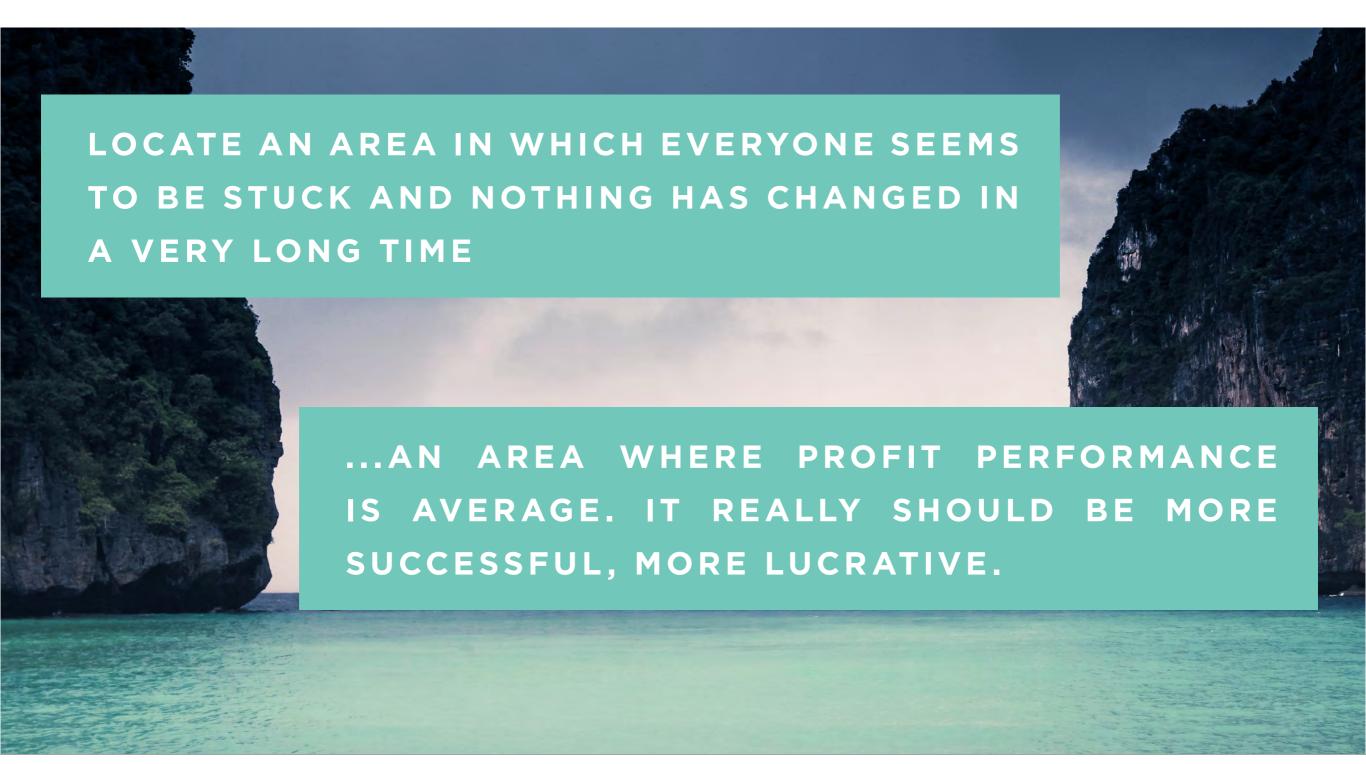
STEP ONE

START WITH A BROAD VIEW



STEP ONE

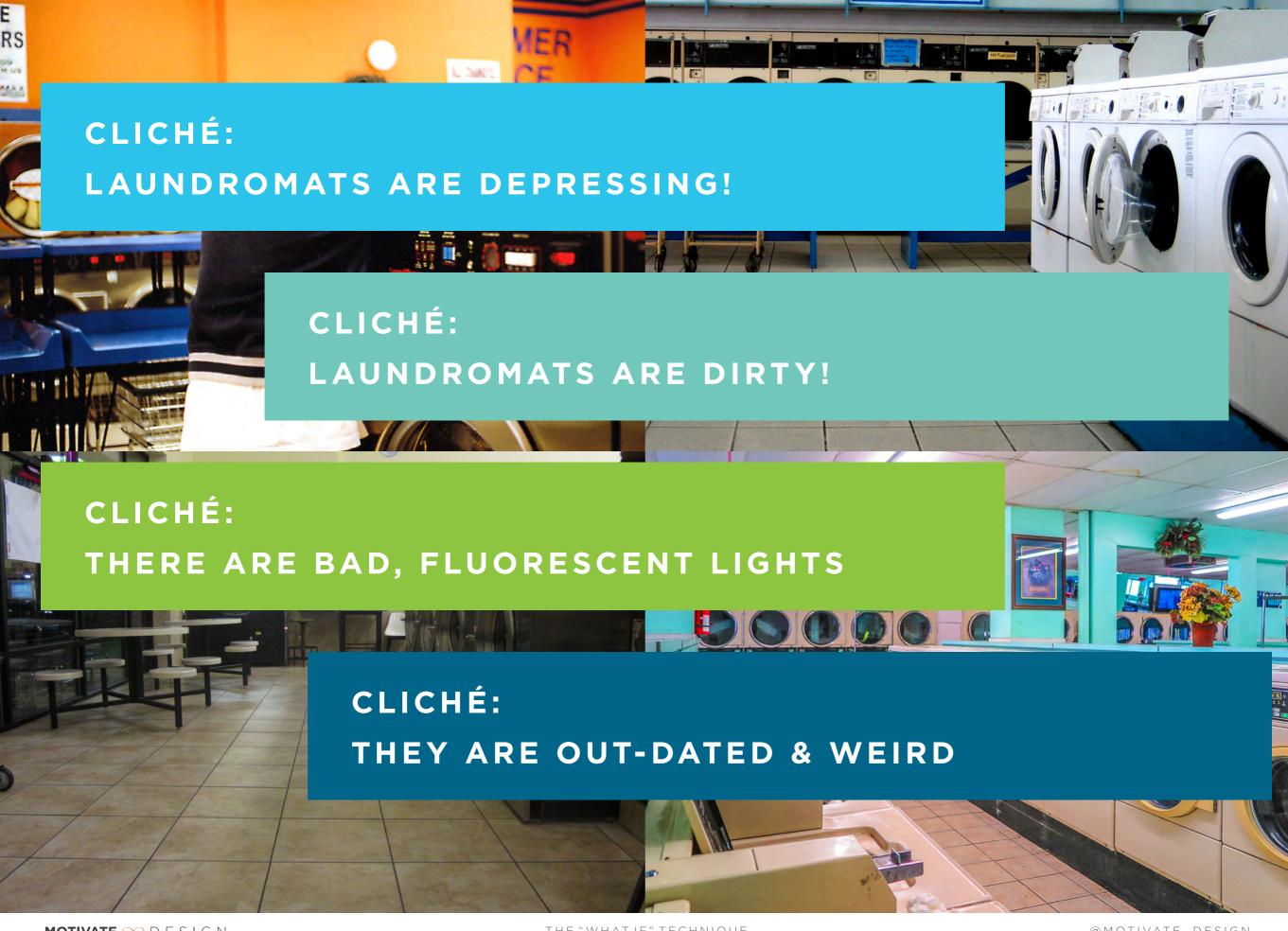
START WITH A BROAD VIEW









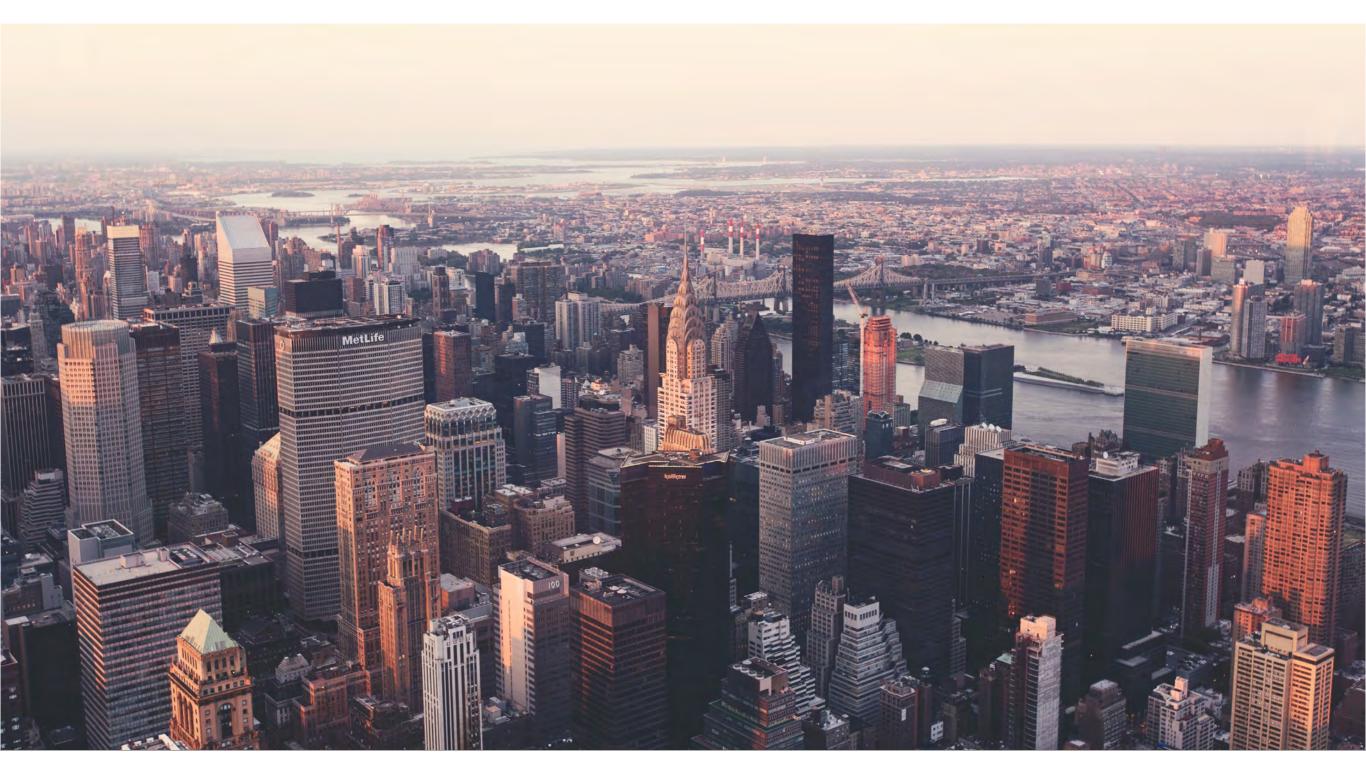


STEP TWO

DEFINE YOUR SITUATION



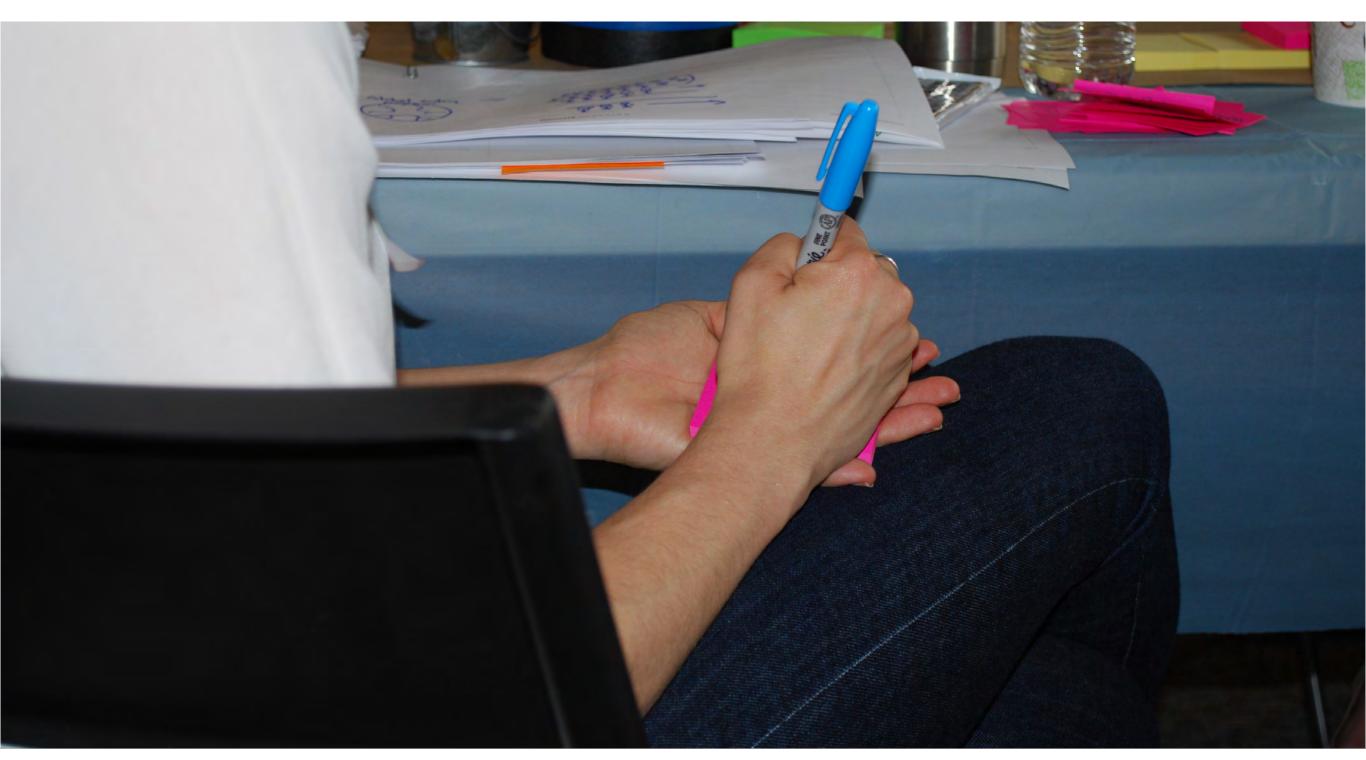
ASK "WHAT IF?"



READY TO TRY IT OUT?

STEP ONE

Grab a Post-It pack and a marker

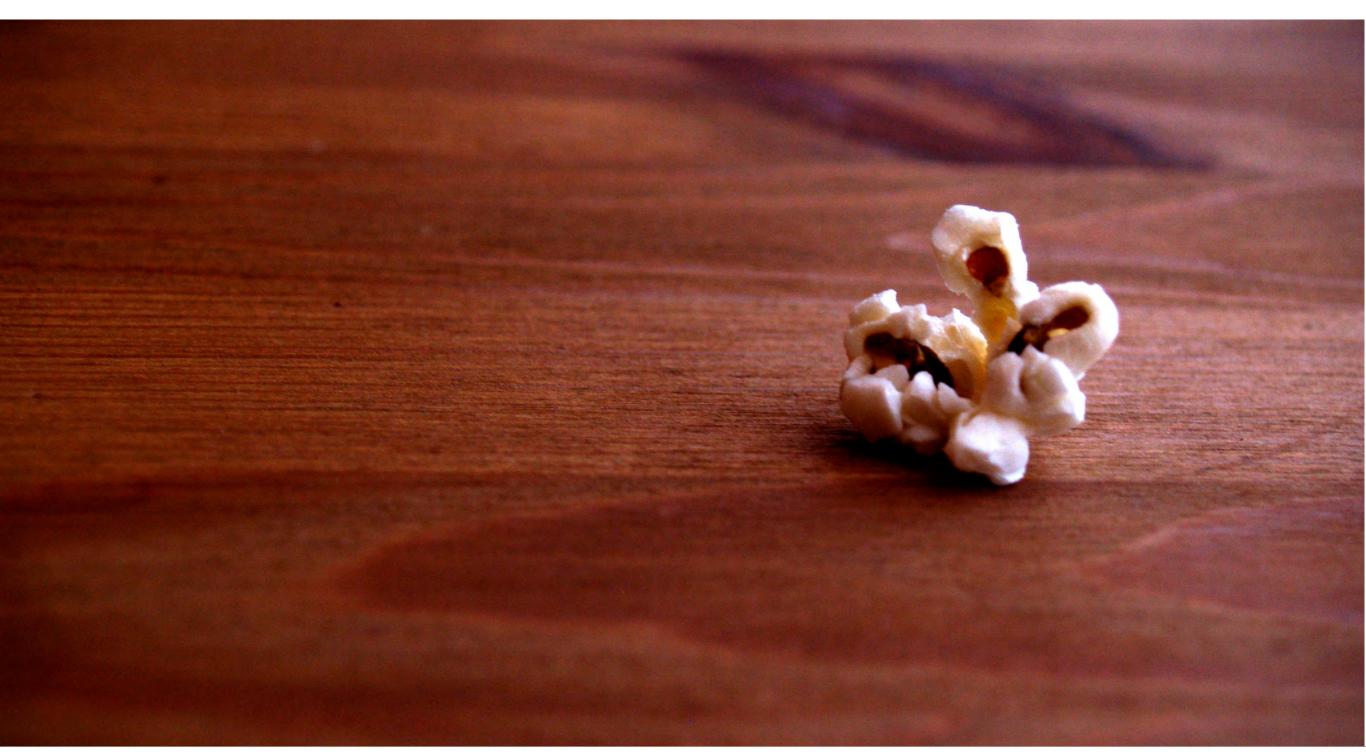


STEP TWO

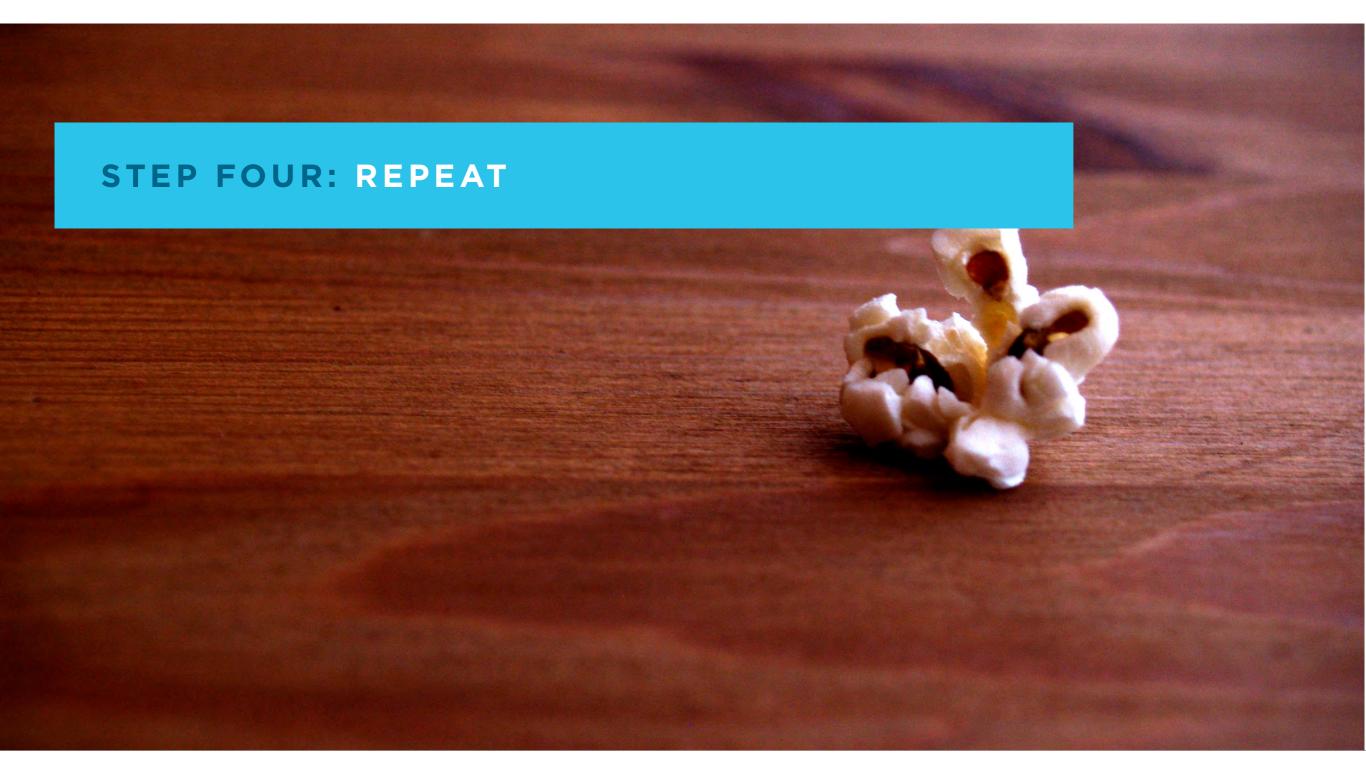
For three minutes, write as many "what ifs" as you can!



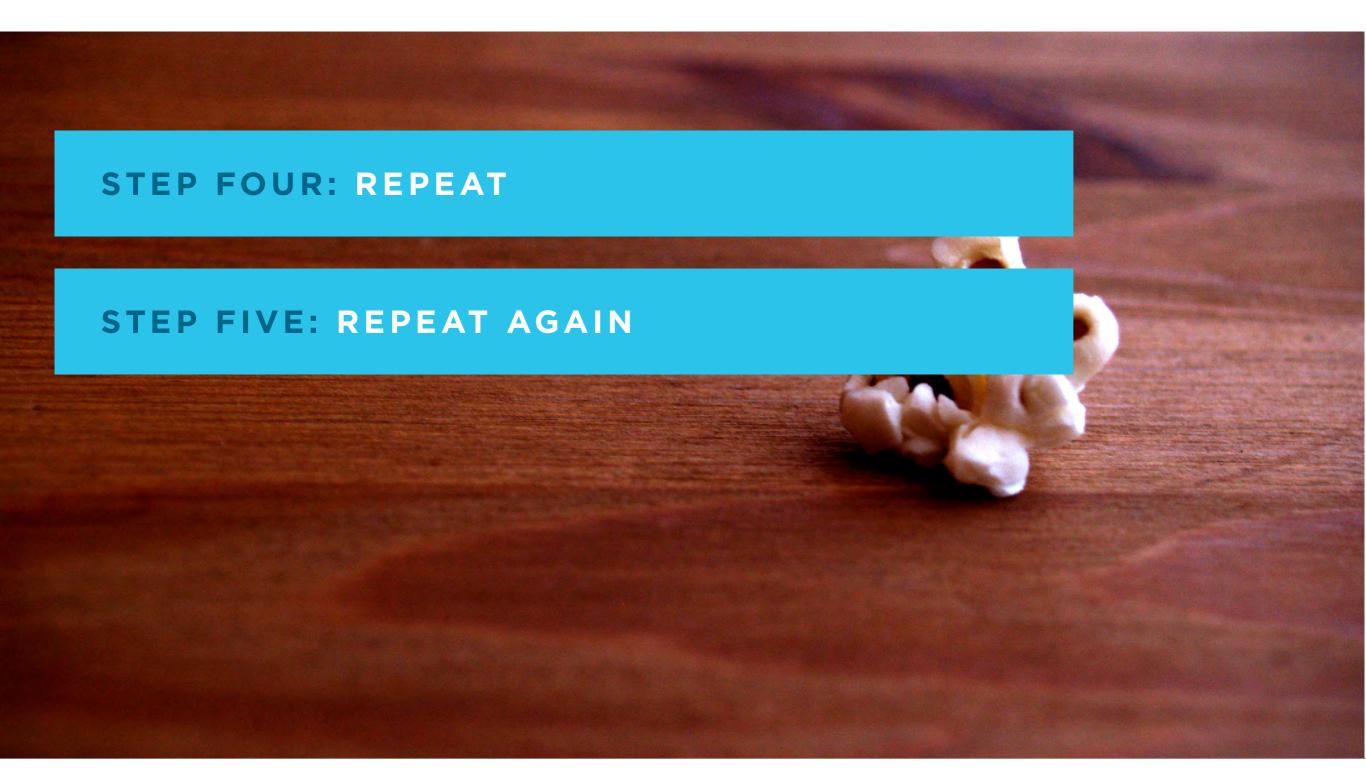
Share all of them, one by one-popcorn style!



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



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



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!)



WHAT IF...

(Just a few of our ideas!)



WHAT IF...

(Just a few of our ideas!)





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.



OPPORTUNITY-

Frame your opportunity in a super concise way.



DEVELOPMENT

Incorporate your "what ifs" and your opportunity...



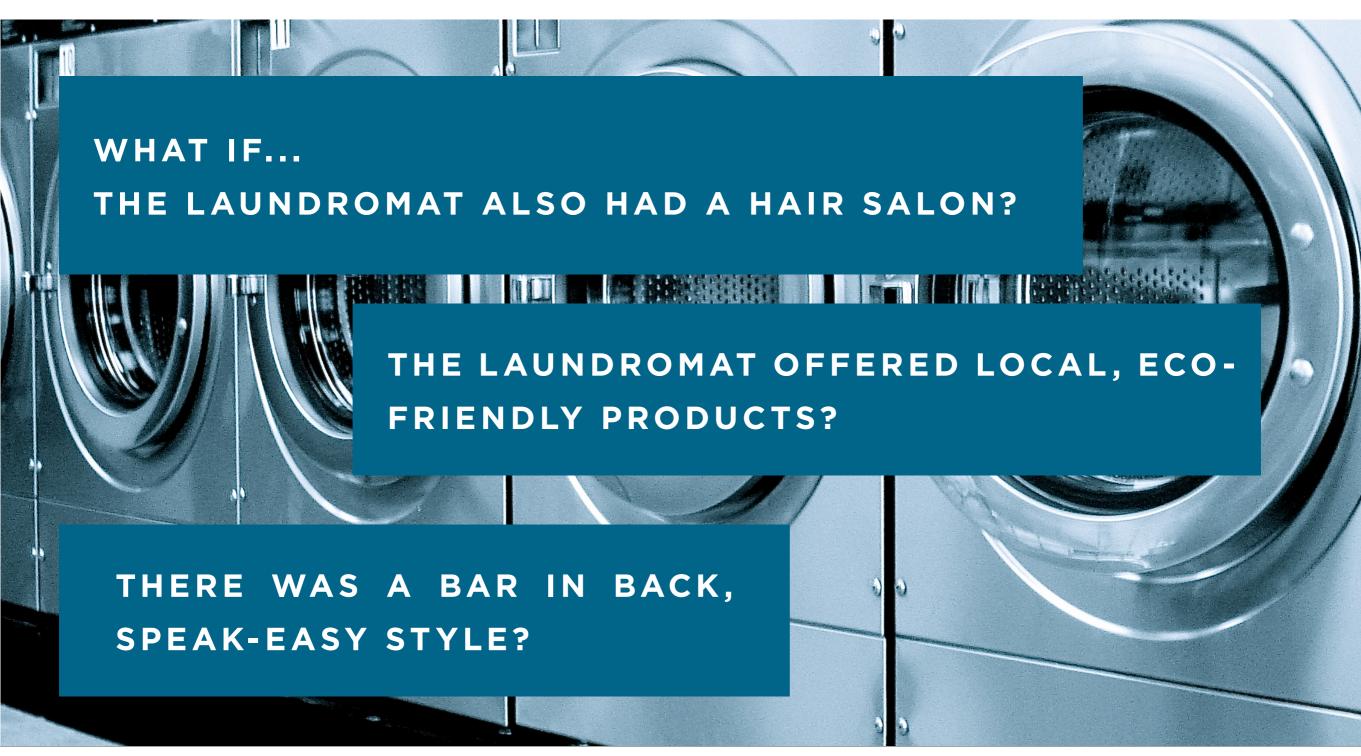
DEVELOPMENT-

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



DEVELOPMENT-

Keep developing and pushing your ideas



-ARE YOU FOR REAL?-









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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