

*Motivate Design presents*

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# 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

CAUTION

Empi



# THIS IS HARD

*Thinking disruptively is a disruptive thing to do.*



**“WHY?” YOU ASK...**



A close-up photograph of a hand holding a dandelion seed head. The hand is positioned at the bottom, with fingers gently gripping the base of the seed head. The dandelion seeds are white and wispy, radiating outwards. The background is dark and out of focus, showing some green foliage. An orange rectangular box is overlaid on the image, containing white text.

**SUCCESSFUL COMPANIES  
OFTEN HAVE AN AVERSION  
TO RISK**



A person is sitting at a desk, writing in a notebook. The desk is light-colored and has a small potted plant on the left, a brown envelope, and a white card. The person is wearing a red watch and a plaid shirt. The background shows a window with a view of a green landscape. An orange text box is overlaid on the image.

**EMPLOYEES ARE REWARDED  
TO NOT BE DISRUPTIVE**



A blurred office environment with a person in a blue shirt in the foreground, looking towards a desk with a laptop and a potted plant. The background shows other office workers and bright lighting.

**BUSINESS LEADERS OFTEN  
LACK THE TRAINING TO  
THINK DISRUPTIVELY**



**BUT, IT IS POSSIBLE**



—SO, WHERE DO YOU START?—



# STEP ONE

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START WITH A BROAD VIEW





# STEP ONE

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START WITH A BROAD VIEW

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*



A photograph of a row of vintage coin-operated laundry machines in a public facility. The machines are white with large, circular, reddish-brown mesh doors. The text "EX. LAUNDROMATS" is overlaid in white, bold, sans-serif capital letters, flanked by horizontal lines. The background is slightly blurred, showing the continuation of the machine row and the interior of the building.

EX. LAUNDROMATS









**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 LOCATED SOME INSIGHTS?**







—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*.”**



# DEVELOPMENT

*Incorporate your “what ifs” and your opportunity...*

**WHAT IF...**

**THE LAUNDROMAT ALSO HAD A HAIR SALON?**



# DEVELOPMENT

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

**WHAT IF...**

**THE LAUNDROMAT ALSO HAD A HAIR SALON?**

**THE LAUNDROMAT OFFERED LOCAL, ECO-FRIENDLY PRODUCTS?**



# 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?



# SPIN LAUNDRY LOUNGE

eat. drink. laundry.











EXIT

EXIT





**“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!

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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](http://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](mailto:hello@motivatedesign.com)

Tweet your #WhatIf to [@Motivate\\_Design](https://twitter.com/Motivate_Design)



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