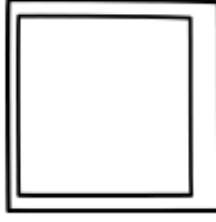
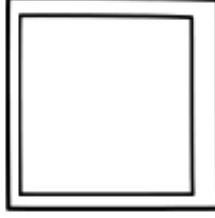
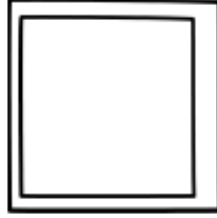
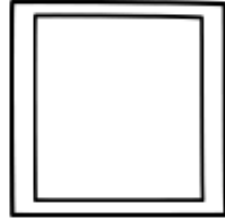




THE LATERAL NUDGE

FIRST BURST IDEAS:



ONE PHOTO CARD PER PERSON

WHAT'S YOUR CHALLENGE?

WHAT COULD YOUR IMAGE SYMBOLISE?

HOW COULD THESE QUALITIES INSPIRE
A NEW APPROACH TO YOUR CHALLENGE?