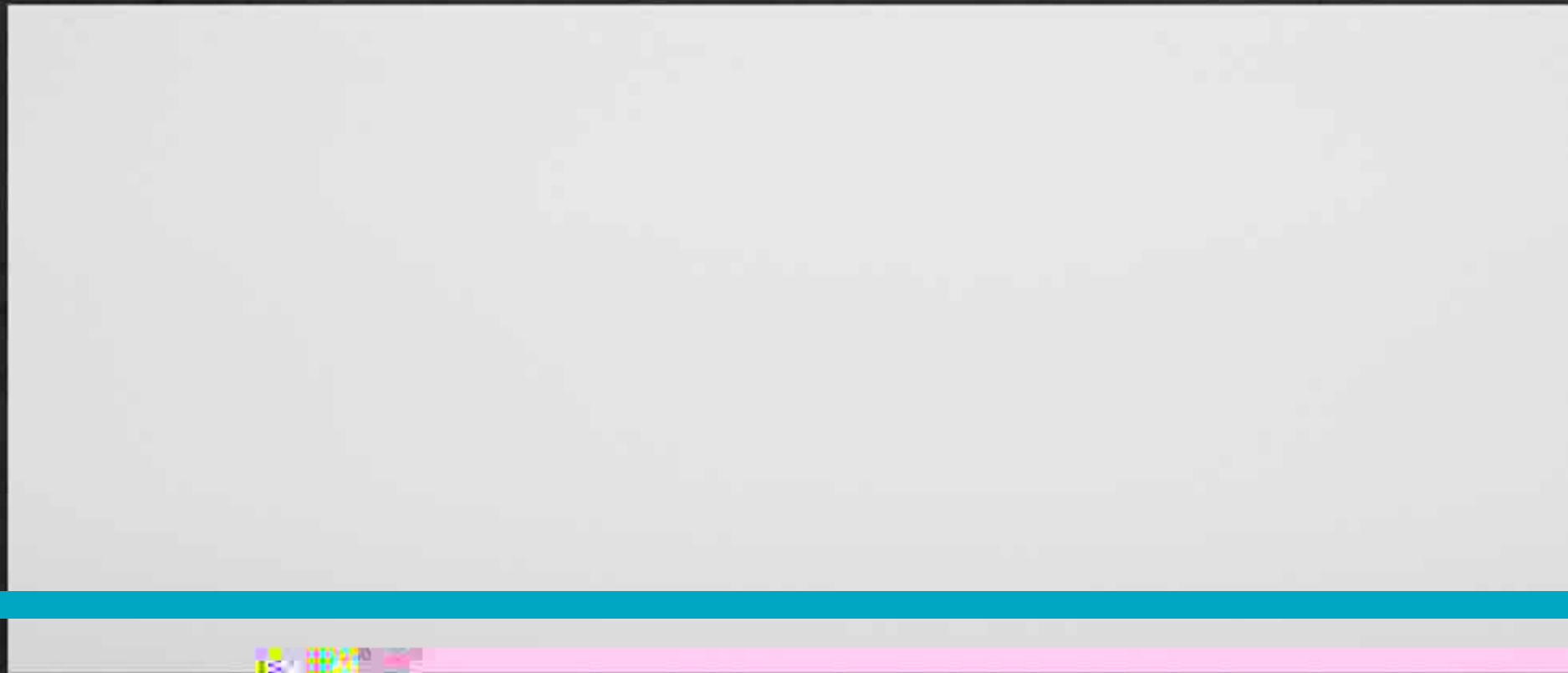


That's the Idea!

You can be an idea-generating machine



in a conference room. They're generating ideas for how to improve the aerodynamic performance of a revolutionary wing design. One engineer in particular feels the blank whiteboard staring back. The more the engineer concentrates on coming up with an idea, the more an empty, gray thought wall appears.





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There is much to be gained from simply observing people, products and processes around you. Notice when people are using anything in unintended or inventive ways. This points



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brilliant

