Creativity Tool #5- "Da Rules"

Sometimes rules that are in place prevent us from being creative. Here is how it works: Ask these questions:

- What rules do we have in place? (list them)

- What rules do we have about people? (list them)

- What rules do we have about process? (list them)

- What rules do we have about products? (list them)

- What rules do we have about sales? (list them)

- Looking at each rule- If we changed any of these rules, what would be the impact?