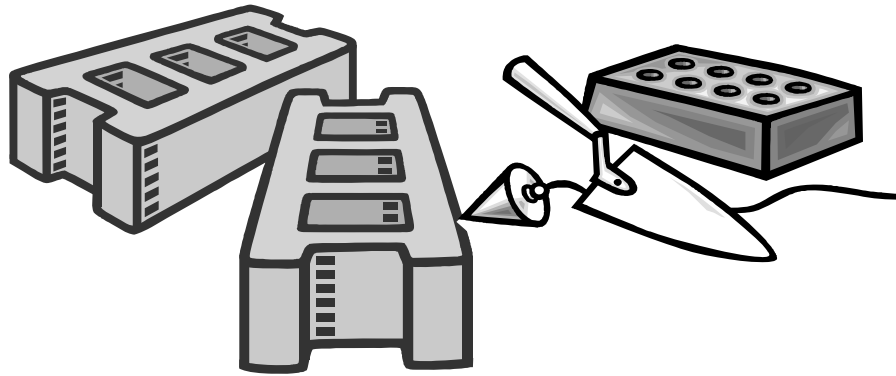


Need some Creativity@Work inspiration? Try this conversion exercise!



When is a brick, not a brick?

We all know you can build things with bricks but what else can you do with a brick? You would be surprised at the ways this simple item can be used! Start your next meeting or brainstorming session and pose this question:

How many unusual uses can you think of for a brick?

The whole point is to move from ordinary thinking to extraordinary thinking.

1. **Doorstop** (*I'll give you the first one to help you get the idea!*)

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Stuck for ideas on how to improve or change a product or service? Use the same line of thinking! ASK: What are other unusual ways can we use (*insert your product or service name here*)?

Need more Creativity@Work ideas, visit www.GrowingGreatIdeas.com!

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