



INNOVATE



CREATE



COLLABORATE

**WINNING WAYS TO
THINK OUTSIDE THE BOX**

BAUDVILLE[®]
THE PLACE FOR DAILY RECOGNITION

INTRODUCTION TO WINNING WAYS TO THINK OUTSIDE THE BOX

Innovation is the key to business survival and success, but how do you keep a team (and yourself!) thinking creatively day in and day out? How do you continually think outside the bowl to generate new ideas? This eBook is here to help!

Winning Ways to Think Outside the Box is full of ideas and activities that you can do yourself or with a team to encourage creative thinking and problem solving. This eBook is divided into three sections:

1. **YES! Your Everyday Success:** Changes you can make in your everyday routine to live a life outside the box.
2. **AHA! Applaud Happy Attitudes:** Ideas for positive attitude changes you can make to help you and your team be more open-minded.
3. **BIG! Breakthrough Idea Generators:** Applicable exercises you can perform to get the creative juices flowing.

We hope you'll use this eBook to fuel creativity and innovation in your team and your everyday routine. These ideas and activities should serve as a starting point to your own unique ways to encourage outside-the-bowl thinking. Share your stories, tips, and ideas on the [Baudville Facebook page](#) and get ideas from other innovators, too!

Cheers!

ABOUT BAUDVILLE

Baudville, the place for daily recognition, continues to be the leading innovator in day-to-day recognition solutions. Baudville's day-to-day recognition solutions appeal to today's increasingly diverse workforce with contemporary designs and relevant messaging, motivating and engaging workplaces world-wide. Baudville has been declared one of the best companies to work for in its area and strives to create the ultimate work experience for its employees. For more tips and ideas to create a positive culture, visit the [Baudville Recognition Resource Center](#) on [Baudville.com](#).

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OLIVER WENDELL HOLMES,
AMERICAN WRITER AND PHYSICIAN

YES! YOUR EVERYDAY SUCCESS

Put a mini tape recorder in your car. Oftentimes, the best ideas come to us while we are behind the wheel, and we all know how hard it is to find a pen and paper and write while driving. Stay safe – record it now and write it later!

Carry a journal with you all the time. Take notes, make observations, and then read over them after you've let them sit for a few days. Innovative ideas need time to take root and grow.

Take the time to read something you would not normally read. Whether that be the Bible, an informational pamphlet from the doctor, or a comic book, read a few pages. Expanding your knowledge will expand your idea database.

Set a goal and take or find a picture of it. Hang the picture on the wall or keep it in your wallet. You can look to your goal during your creative lulls to find inspiration in what you are working toward. Every step forward is a step closer to your goal.

Create an idea file. Or a new email address where all ideas can be submitted and read equally. This allows people the freedom to express ideas without feeling like they will be graded on them. Openness to all ideas leads to the best ones.

Diversify the company you keep. Instead of eating lunch or taking your break with the same people you always do, sit at another table or mix with another crowd. Engage in conversation and learn about them. By diversifying the company you keep, you will expand your idea base and probably make some new friends, too.

Try a different approach. When a problem or situation arises, ask yourself, “What else can I do?” “How else can I handle the situation?” Try to move past your typical response and see it from a new point of view. You never know what you could discover about yourself!

Surround yourself in color and words. When you are looking for an idea, bright colors or a change in scenery will spark your creativity and pump up your idea power. Go to the park or put up quotes that inspire you to maximize your creative surroundings.

Get up and do something! Move and get energized by dancing or doing your favorite exercise. As you get the blood flowing, your brain will be working at full force. So get up, move around, do a little dance, and laugh at yourself. Your brain will thank you for it.

SECTION



YES! YOUR EVERYDAY SUCCESS

Listen to music that inspires you. Studies have shown that listening to Bach has made people more creative. So put on your headphones, turn it up, and start cranking out your best ideas!

Ask for others' opinions. When you do ask for an opinion, listen and don't judge. Make it a habit to take away at least one valuable point. This type of interaction will boost team morale and strengthen your relationships as well.

Laugh. Start out your day by thinking of a time when something made you laugh. Seriousness squelches creativeness and creative thinking. By laughing, our creative potential grows and so does that of the people around us.

It's better to have tried and failed than to have never tried at all. Think of each mistake as a learning experience. Take something away from it! The more you can appreciate what you've learned, the more profitable your next attempt will be.

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AHA! APPLAUD HAPPY ATTITUDES

Greet change with a smile. Change is hard for most people, that is why it is important to put a positive spin on it: see change as an opportunity for new experiences. If things aren't changing that means we aren't growing, and if we aren't growing then future achievements are quickly going to pass us by. To change is a way to choose success.

Be a solution finder. There is always more than one way to solve any given problem. Try solving one in a new way – you may just stumble onto a great improvement!

Put yourself into what you are doing – it will show. Everything you do is a reflection of you. If you put your all into your work it will be better, you will be happier, and the success will flow.

Don't avert problems, anticipate them! Plan ahead for problems that may arise. When you find one, come up with a few creative solutions. The more you work your creative brain, the stronger it becomes.

Challenge assumptions...and applaud others for challenging them. Just because that's the way it has always been, doesn't mean that's the only way. Challenge, create, and innovate.

Give other people's ideas a chance. When working in a group, it is important to listen to all group members' opinions and ideas on an issue. It is through a group effort that many of the best ideas have been generated. Be a positive part of your group; your energy will feed the idea process and help everyone involved grow.

Lighten up! Learn to go with the flow and swim fast when you have to. The looser you feel in all situations, the easier it will be to create and acknowledge new ideas and gracefully speak your mind.

Look at the big picture. Try to focus on the positives of the situation. Remember that every time you make a mistake, you are that much closer to finding a solution.

Be comfortable with your imagination. As children we believed in our imaginations, we believed in our ideas. Take a hint from your childhood ways; let your imagination go – it will take you to places filled with thoughts you may never have reached in your “adult mind.”

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AHA! APPLAUD HAPPY ATTITUDES

Live to explore. Like the ocean floor, our minds and surroundings are filled with hidden treasures waiting for us to discover. Make it a point to try one new thing every day. Do it yourself and encourage it in others. You will be amazed at what you'll find; some things good, some things not-so-good, but each experience is a chance to learn something new and that is always GREAT!

Be open to new things. As people around you try new things, be open to them – encourage your adventures even if you don't care to be involved. You may be able to learn a lot from their experiences.

Choose the attitude that will best reflect on your team. The way you approach every day is a choice – if you choose to wear a smile, your smile will be contagious. But be careful, so will your frown.

Listen to and take in all ideas. Oftentimes the silliest ideas can be a springboard for very successful new product ideas or solutions. Approaching each thought with an open mind will open your own mind and boost your creativity-power and that of your group!

SECTION



BIG! BREAKTHROUGH IDEA GENERATORS

Get your creative juices flowing... with this simple exercise. Find three photographs in a magazine. Set out each of them on the table and choose one picture to write about. Make up your own explanation as to what is going on within the picture.

Many times new, creative ideas come from the combination of existing ones. Think of how you have solved some problems in the past. Now think of a problem you are looking to solve. Apply those ideas or tweak them to make the perfect solution to your current obstacle.

Before an idea-generating meeting, get your group on the same creative-brain wavelength with this fun exercise. Give each member a piece of paper with a heading at the top that reads “Things found in an airport,” or “Things found on a farm,” or “Things found in the ocean,” or something of that nature. Ask each of them to come up with 26 things found in their category – one for each letter of the alphabet. Compare your lists and write down any ideas that have spawned from the exercise.

Performing crazy, daredevil acts gets us out of the box and can often bring out the best in us; we realize what we have while appreciating the new experience. If you’re not looking to bungee jump off of a bridge or dive out of a plane, try this: wear 2 different shoes for one day. How did the exercise change your day? Did you have any interesting conversations because of it? Who did you talk to that you normally wouldn’t have?

You wouldn’t think so, but re-organizing a desk drawer or closet actually boosts our creative-thinking levels. So take some time to re-organize and you will see that it is easy to find new ways to approach the old problem of a messy area. Plus, what you may find lingering in the back of the drawer could spark some new ideas.

We get into a routine where we take the same route to and from work every day. For one week, take a different route to and from work. Take in the change of scenery – what new things did you see that you missed before? Then take this idea to the next level: How many different ways to work can you find? Take each way at least once in the next two weeks!

Stepping outside of our normal routine is what thinking outside-the-box is all about. Our brains get so accustomed to doing the same things day in and day out. When we change things up a bit, our mind switches gears and we start imagining things we never thought possible. Rock the brain-boat a little by eating all of your meals in reverse order. Eat dinner for breakfast or start your meals with dessert.

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BIG! BREAKTHROUGH IDEA GENERATORS

Give a list of 12-24 words to a group of people. **Ask everyone to create their own crossword puzzle** using those words. Compare how many different clues were used to complete the puzzles. It's amazing how differently each individual's mind works.

In your office, or the space where you spend most of your time each day, you'd be amazed at how **many things are constantly around that you never notice**. Make a list of 20 things that you think people may have laying around their office. Exchange lists with other team members and go on an office scavenger hunt to collect all of your items. How did your lists differ? How did you interpret other team members' lists?

You've probably heard the phrase "to look at things with new eyes." Well, get ready to extract your eyeballs and **look at ordinary objects with extraordinary eyes**. For example, think about a brick. Now think of all the different ways that brick could be used: as a doorstop, paperweight, shelf, coaster, etc. How are those new eyes working out for you?

One man's trash is another man's treasure. **The way YOU see something can be completely different from the way another person sees it**. A perfect example of this is to have someone near you scribble something on a blank sheet of paper. Take a few minutes to look at the doodle and then finish it to complete the hidden image you see. To them it may be a scribble, but to you it's a school of fish swimming in the reef!

When you are looking for new ideas, **do a quick "word dump."** For 5 minutes write down as many words as you can starting with one keyword. Write down anything that comes to mind, no matter how silly or off-topic it seems. Look at the list to find ideas for new products or creative solutions!

People often think that freedom is what allows creativity to flow. But in fact, having restraints forces us to come up with creative ways to make things work – sometimes these are the best "Eureka!" moments. If you are stuck for an idea, open a dictionary and use the first word you see to formulate your idea. **Nothing fuels innovation more than restrictions!**

SECTION

