

Day 11 Assignment - Creativity

ASSIGNMENT

- 1 Run a brainstorming session around a current project or problem
- 2 Use one or more of the brainstorming methods from the call
- 3 Go through the Realist and Critic Process
- 4 Implement solution if possible
- 5 Share your experience, insights, and solution in main Agoge Chat



1. Current Problem - Starting a conversation with my warm outreach stores

Context: my city is not a native english speaking city. They attract a lot of foreign tourists.

Free for all:

- I am an MBA student
- I am a salesman looking to get into marketing
- I work for a local english speaking blog
- "Are you interested in targeting english speakers?"

Realist:

- MBA Student:
 - Can work if I provide the services for free
 - Higher tolerance for slow responses
 - Easier to sell
 - Harder to convert to a client
 - Easier to get a reference from
- Salesmen -> Marketer:
 - Immediately frames the conversation around revenue
 - Lower tolerance for mistakes

- Sales cycle will be much faster
- Blogger:
 - More open to working with me
- Just flat out: “want english speakers”
 - Will lead to interesting results

Critic:

- All four approaches under the right circumstances can work
- Read the room when entering
- Choose well before beginning,