

# DISCOVERING ANALOGIES FOR YOUR SITUATION

Analogies offer tremendously rich innovation opportunities. Considering your familiar situation from a perspective that's connected — yet different — offers fresh perspective to think creatively. This is especially true when you struggle to innovate on the familiar opportunities and issue you know all too well. Analogies create helpful distance to imagine new possibilities free of current biases, mental blocks, and aversions to risk.

## The 30-Minute Exercise

Here's a proven approach to efficiently and effectively uncover numerous useful, intriguing connections in a short time.

First, describe your situation, opportunity, or challenge in general terms. Pick a comparison word/phrase from the fourteen in Blank 1 (the ones in orange text are often easier for groups to begin with). Using it, imagine multiple comparisons to your situation. Afterward, select other comparison words and repeat the process.

**Our situation's description:** \_\_\_\_\_

*seems, acts, sounds, thinks, looks, turns into something, behaves, creates an impact, serves audiences, feels, creates challenges, moves, communicates things, is trying to accomplish something*

**Our situation** \_\_\_\_\_ **like** \_\_\_\_\_

*Blank 1* *Blank 2*

Select a few of the comparisons and identify how you see your situation differently with this alternative perspective. Start with comparisons that are most *familiar*. Move to those that are most *surprising, intriguing, and humorous* to stretch the group's thinking.



In unpredictable times, strategy is more important than ever. 30-Minute Strategy exercises enable productively tackling important strategic issues - alone or with your team - in less time than it takes to find the Netflix show that pairs best with Zoom fatigue.

Want to learn more about quick ways to stay agile and grow your business in smart ways? Brainzooming has the ideas and tools to make it happen. For more 30-minute exercises, visit [info.brainzooming.com/30minutestrategyexercises](http://info.brainzooming.com/30minutestrategyexercises)



A golf ball on a tee *looks* like a water tower.



**When strategic planning is too complicated:**

time is wasted,  
executives get wasted,  
the CEO is pissed off,  
participants and ideas are uninspired,  
resources are squandered,  
managers wait for missing information,  
valuable data goes unnoticed,  
great ideas go unshared,  
jargon masquerades as intelligence,  
rock-paper-scissors becomes the best way  
to make decisions,  
ingenuity leaves the building,  
the wrong people make decisions,  
infighting becomes a way of life,  
pet projects get all the resources,  
everyone goes home depressed,  
implementation is short-changed,  
competitors steal your market share,  
costs skyrocket,  
competitive advantage evaporates,  
customers run from your brand,  
your best salespeople abandon ship,  
revenue falls off the table,  
and the strategists who can't figure out how  
to make strategic planning simple and  
fun lose their jobs.



**When strategic planning is simple, engaging, and fun:**

everybody's happy,  
and you achieve real results.



To make strategy planning simple & fun, visit:  
[brainzooming.com/simplestrategy](http://brainzooming.com/simplestrategy)