

QUESTIONS TO IMAGINE GROWTH POSSIBILITIES AMID DISRUPTION

The COVID-19 pandemic has precipitated an extended period of interconnected personal and business disruption unlike any the world has previously experienced.

Prior to the pandemic, Brainzooming used disruption-oriented questions to help leaders *imagine* new possibilities if traditional options disappeared. Now, with familiar strategic paths routinely evaporating, variations on these questions facilitate new conversations focused on innovative growth opportunities.

The 30-Minute Exercise

Select the growth challenge central to *your* new important. Invest 30 minutes to explore new paths as what you've depended on previously has vanished.

Innovating Ways to Deliver Core Benefits

If we were starting over completely, how many ways can we imagine to deliver the benefits our brand is known for?

Based on the resources we have available now, what new benefits could we create for current customers? For new customers?

If we simplified what we offer to only one thing, how could we do more of it to create breakthrough growth?

Marketing in New Ways

If our old marketing won't work anymore, what things have we dabbled in previously that we could heavy up on now?

What marketing approaches have we never done before that we could affordably heavy up on now?



In unpredictable times, strategy is more important than ever. Our series of 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 quickly learn more about how to stay agile and grow your business in smart ways? Brainzooming will make it happen! Just reach out: info@brainzooming.com



Entering New Markets

What markets are looking for similar benefits to those we deliver best currently?

Which markets could we enter and provide a variation of what we've been doing at an amazingly attractive value?

Where should we launch a totally new business in another market where we could be a strong player?

What markets could we enter now where we have absolutely nothing to lose?



**Access your team's best ideas
online without a single,
"Sorry, go ahead!"**

info.brainzooming.com/blast

Blast! is an innovative online experience where you and your team answer questions that propel you to impactful breakthroughs. Proven questions, candid responses, and your team's imagination create amazing results. There's no software to download. And it all gets done in 30 minutes. Yes, really. It's a whole new way to collaborate.