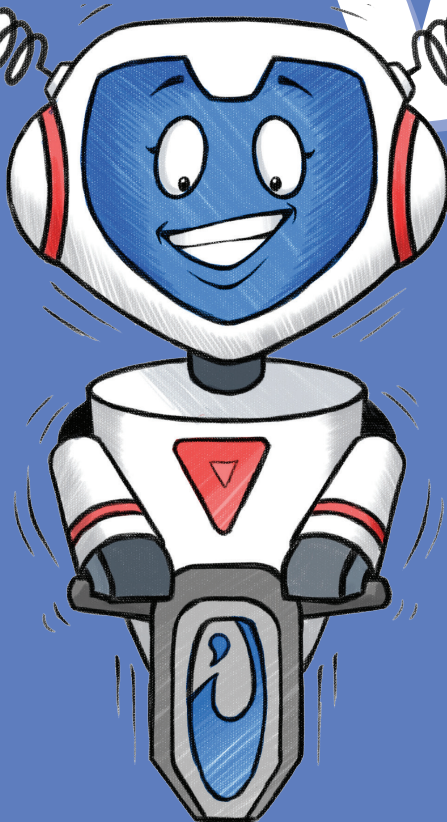




The  
**IMAGINATION** EMPORIUM™

# WHAT IF?



This tool encourages you to challenge established rules and norms to generate bold new ideas. It's about setting aside your own preconceived notions and asking, "What If" those rules did not apply? You'll generate innovative ideas that defy conventional thinking, potentially leading to breakthrough solutions!



## TOP TIPS



Dive deep into the **challenge's** rules.

Generate **audacious** and **bold** "What If" statements.

Promote quick idea generation and brainstorming **without hesitation**.

THE INNOVATION TOOLBOX

**RULES**