If a **driver** was hired to solve this problem, what ideas would he come up with?

If a **floor layer** was hired to solve this problem, what ideas would she come up with?

If a **medicine man** was hired to solve this problem, what ideas would he come up with?

If a **butcher** was hired to solve this problem, what ideas would she come up with?

If a **circus artist** was hired to solve this problem, what ideas would she come up with?

If a **gymnast** was hired to solve this problem, what ideas would he come up with?
IF A **Meteorologist** was hired to solve this problem, what ideas would she come up with?

**Challenge**

- The solution should be used by a cyclist
- The solution must be able to be parted in two
- The solution should be used by a circus
- The solution should develop the imagination
CHALLENGE

THE SOLUTION SHOULD BE USED BY A HAIRDRESSER

CHALLENGE

THE SOLUTION MUST BE ABLE TO BOUNCE

CHALLENGE

THE SOLUTION SHOULD BE USED IN A CAR

CHALLENGE

THE SOLUTION SHOULD DEVELOP THE USER’S PEDAGOGICAL SKILLS

UP-SIDE-DOWN

WHY IS A DRINKING GLASS LARGER THAN A SAIL?

UP-SIDE-DOWN

WHY IS IT QUICKER TO CLIMB THAN TO RUN?
WHY IS A TABLE LEG WIDER THAN A TOWER?

WHY IS A CAVE BRIGHTER THAN THE SUN?

WHY IS A BRACELET SAFER THAN A BELT?

WHY IS MARRIAGE HEALTHIER THAN SALAD?

WHY IS A PRISON NARROWER THAN A PHONE BOOK?

WHY IS A SPEAKER PRETTIER THAN A SUNSET?
Apply the principle of a saw blade in the solution

Apply the principle of better preparation of the most important element in the solution

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Apply the principle that the most important element of the solution must stimulate all the senses

Apply the principles of outsourcing of key elements of the solution

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Apply the principle of a fire extinguisher in the solution

Apply the principle of enthusiasm to the main parts of the solution

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APPLY THE PRINCIPLE OF THE MOST IMPORTANT ELEMENT IN THE SOLUTION MUST BE SELF-PROPELLED

APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT OF THE SOLUTION MUST BE SUSTAINABLE