

RULE OF THIRDS

IDEAS

The reason why the idea quota technique works is because of the rule of thirds. Typically, the first third of ideas are the obvious ones that everyone thinks of - the so-called "low hanging fruit".

The problem is, this is where most people stop.

If you push on though, the 2nd third of ideas tend to be a little more crazy, unpredictable, and (unfortunately) unusable.

Yet, if you push through this stage to the 3rd third, the ideas are more provocative, unique, and breakthrough in nature.

So next time students are coming up with ideas, push them past the typical and the crazy to the truly original and breakthrough.

