



BOOM! TIME WITH... JAMES KIRKHAM, CBO AT DEFECTED RECORDS



What is the puzzle that you are looking to solve?

Write down a live challenge you're working in

What did you learn that helped UNBLOCK any 'old thinking' you have around this puzzle?

What made an impact on you from the conversation?

Here are 5 key insights from the show - how can you use them to UNLOCK your thinking and solve your puzzle?

1. **Quick wins**, runs on the board build trust and help you move things forward at pace.
2. **Joining the dots** and freeing people up to make ideas happen that they've had will excite and enthuse your teams to create magic.
3. **'I wish I'd done that'** moments will fuel your creativity. Where can you find those moments and elegantly steal something that will work for you.
4. **Creative agility is everything.** Call out the blockers, kick them down, make things simple and present great conclusions.
5. **Give everyone their role** and mash them up together. You'll create amazing hybrids that bring the best out of everyone and everything.

What action will you UNLEASH to solve your puzzle as a result of what you've learned from the show?

Taking James' insights, how can they shape the action you'll take to resolve your puzzle?

GREAT QUOTES

"Dancefloors unite people in a way that governments never will" - **Honey Dijon**

"Make nice things for nice people" - **James Kirkham**

GREAT REFERENCES

[Watch the Defected Virtual Festival](#)

[Get involved with Defected's 'We Talk As One'](#)

[More from James and his Defected mission](#)

GREAT RESOURCES

Email your feedback to scotttheboom@icloud.com

Go to www.unleashtheboom.com for more free toolkits, online masterclasses, content and our book club.





BOOM! TIME LIVE

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