

Think Different Checklist

Before you start, imagine yourself floating above your business. Imagine you're able to see, hear and feel everything from a new perspective. It's from a safe place, so you can completely open your mind to honest self observation and reporting.

Provocative Questions

On Making it Simple:

- ☐ Who values what you do, or can do, highly enough to act on it soon?
- ☐ Who will pay for it at a profitable level?
- ☐ What essential thing do you, or your competitors do daily, that you know can be simplified and improved?
- ☐ What can be eliminated, while improving it?
- ☐ Which ideas are ripe for endless improvement without big investments of time and money?
- ☐ Will it benefit your audience, and also improve things for you and your staff?

Tip: To get the best ideas generate lots of them, especially crazy ones. It's how you'll generate the best ones before the editing process.

On Being Iconic:

- ☐ Can you visualize through your audience's eyes, hear through their ears and feel what they feel?
- ☐ If so, can you now better understand what they find most valuable in what you do?
- ☐ Can you describe it simply, in under 4 words?
- ☐ Can you picture a metaphor or symbol for the outcome it delivers?
- ☐ Is there a special twist or attribute you can add that makes it uniquely yours?

Tip: Brainstorm how it could be presented memorably, so people will talk about it when it's relevant.

On Creating Loved Products, Services, and Experiences

- ☐ How do you want your business to be thought of and talked about?
- ☐ How can your service, product or experience uniquely cure a common pain point?
- ☐ What simple changes would make a more compelling first impression?
- ☐ What low-effort finishes would make a memorable last impression?
- ☐ How will you measure audience satisfaction for it?

Tip: Plan a simple and easy way to integrate your "lovable" improvements plus demonstrate your appreciation of your customers.

Above are some of the questions that keep Apple and other successful clients inspired with new ideas for delighting their customers, clients and patients. **Now it's time to put them to work!**