

# MotorBrains

## Archive of Spark Club Games

### *Ignition #209*

In a continuing collection of idea starters, here's your July '03 Game! It's called: **Reinventing Yourself**.

Step One: Using the "business card" template on the next page, let yourself be inspired and create three business cards for yourself. The key is --- you're going to give yourself three new TITLES, titles that no one in your company has, and maybe that you have never even thought of until now!

Really let yourself go ... think of entirely new roles, responsibilities, DREAM titles that you would be perfect for. And they do not have to make sense to anyone but you.

Step Two: Think about a current business challenge that you are stuck on. It could be a naming issue, a positioning problem, or a line extension opportunity.

Using the perspective of the new title/persona you've created in each card, create THREE NEW IDEAS based upon that current objective - one from each of your new cards. Or, feel free to collectively view the cards and create.

#### **Ask yourself...**

...how would I, as this person described by my new titles, approach this problem/challenge? AND: what special knowledge do I (as the new title) have that helps me solve this?

Have fun, and happy noodling!

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YOUR NEW CARDS....PRINT THIS OUT AND FILL 'EM OUT

