

PARALLEL EXERCISE

THEME (ISSUE / OPPORTUNITY): (Suggest filling this in at the end i.e. once you’ve worked through all the questions)	TOPIC:	TEAM MEMBERS:
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1. THE WHO, WHAT AND HOW:

Who exactly are they?

What do they do particularly well?

How exactly do they do it?

2. THE ‘PARALLEL’ CONVERSATION:

What would they do in our position?

What would they be prepared to risk / compromise on?

3. THE EMERGING IDEAS AND OPPORTUNITIES:

What are the key insights / learnings?

What are the emerging ideas for this team?

**You may wish to categorise your idea as either ‘Brilliant Basic’, ‘Compelling Difference’ or ‘Game Changer’*