

# HOW YOU THINK IN 'BOXES'

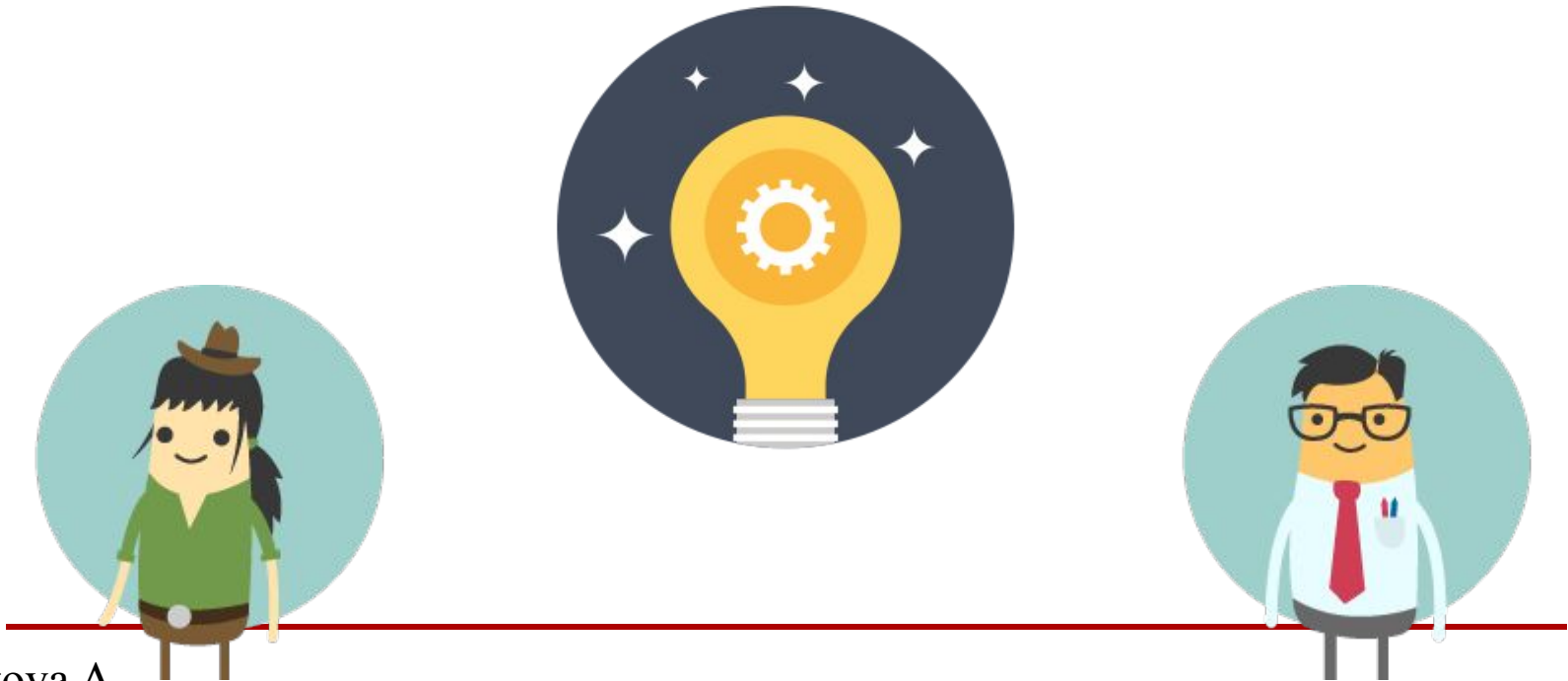


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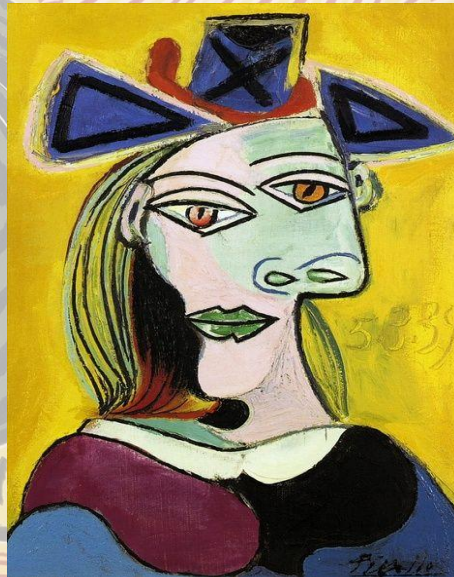
DATA DRIVEN DIGITAL MARKETING

# SAME BOX, SMALLER BOX AND BIGGER BOX THINKING

'Paradigm'. HOW YOU PERCEIVE THE WORLD

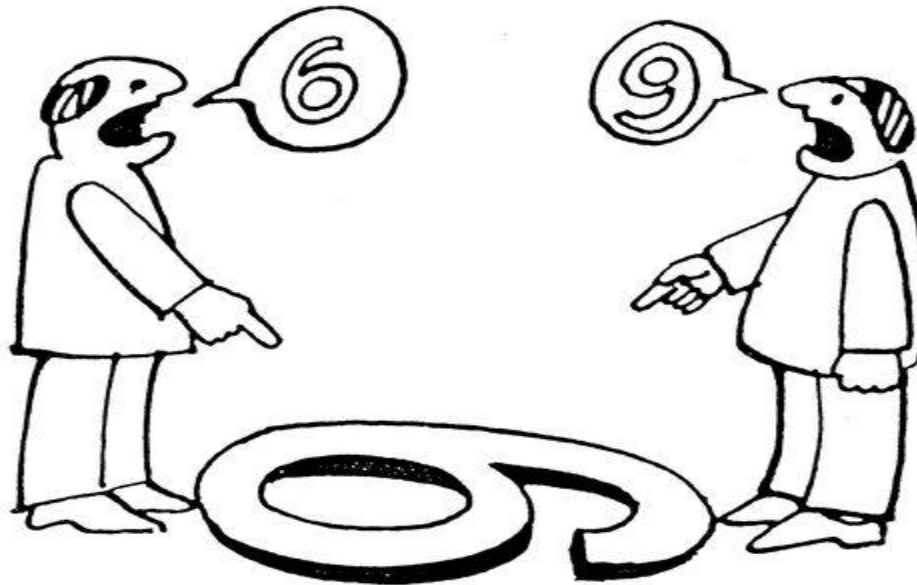


# PARADIGM AS A TOOL

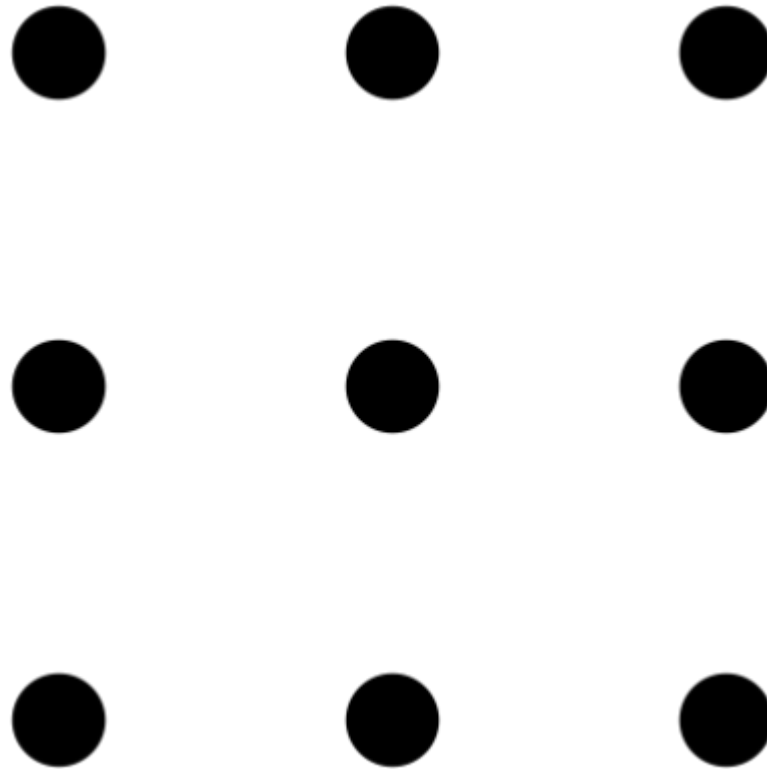


Paradigms can limit  
your vision.

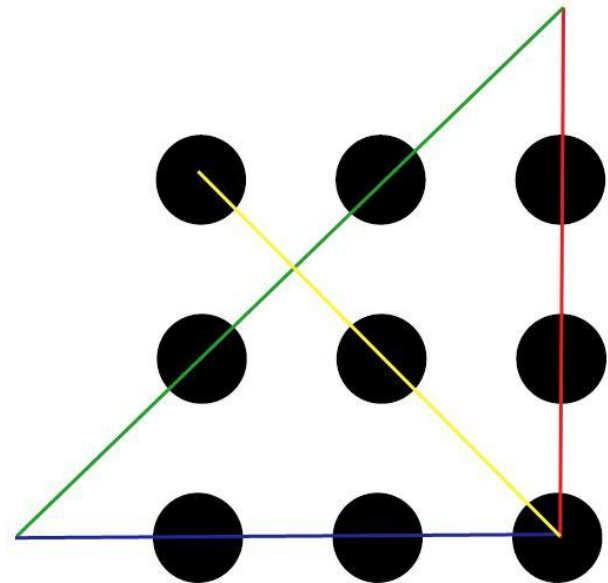
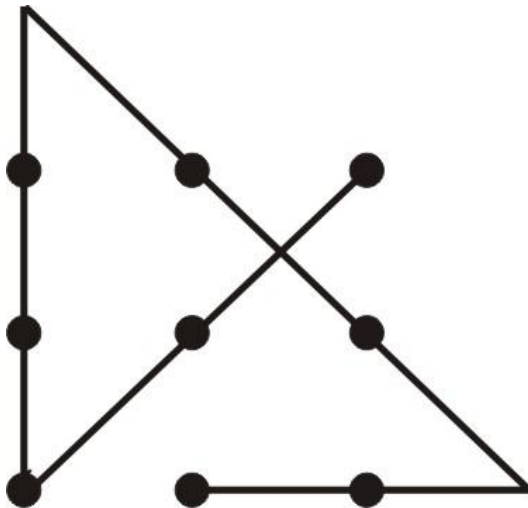
# WHAT ASSUMPTIONS ARE WE MAKING HERE?



# *The nine-dot problem*



# The nine-dot problem



# WHY THERE IS NO SUCH HING AS 'OUTSIDE-THE-BOX' THINKING

Smaller Box thinking



Same Box thinking

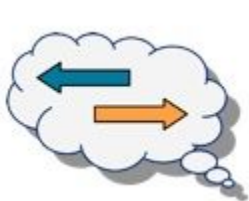
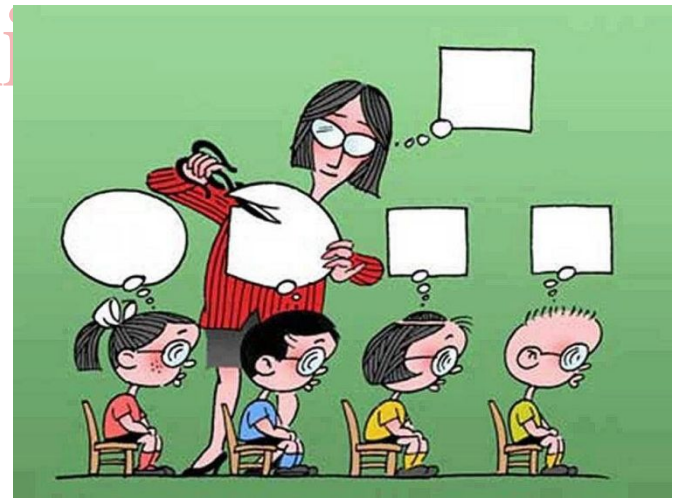
Bigger Box thinking

# Being Flexible In The Different Boxes You Use

## Flexible thinking vs Same Box

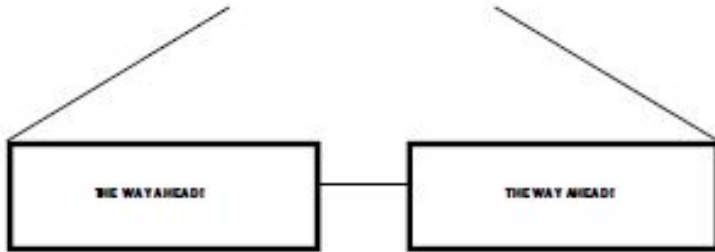


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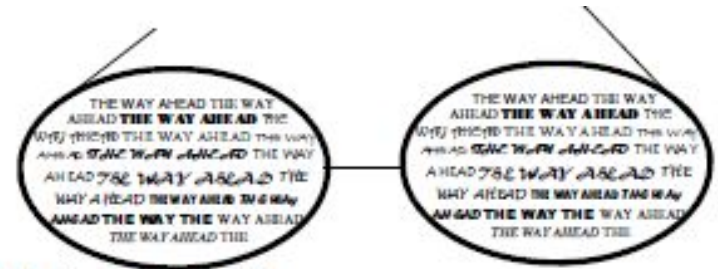
# Your "Creative Thinking Spectacles"



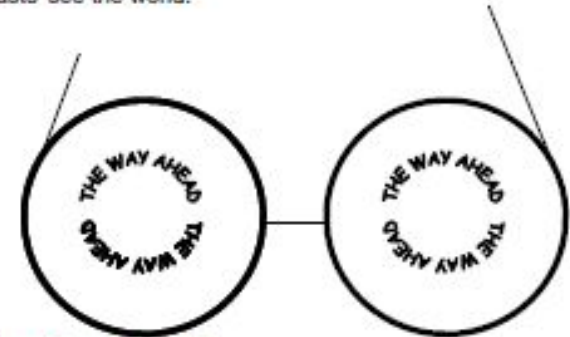
How 'Directors' see the world.



How 'Analysts' see the world.



How 'Enthusiasts' see the world.



How 'Team Players' see the world.

# Your “Creative Thinking Spectacles”



- Clear focus on problem
- Quick decision-making

## Directors



- Too narrowly focused

# Your “Creative Thinking Spectacles”



## Analysts



- System approach
- Logic, deduction, analysis



- Uncomfortable in chaos

