

Better and Faster Frameworks

THREE STEPS TO DISRUPTION

- I. **AWAKEN: The Hunter vs. the Farmer**
- II. **HUNT: The Six Patterns of Opportunity**
- III. **CAPTURE: Find Your Idea**

I. AWAKEN: The Hunter vs. the Farmer

Three Traps of the Farmer



Complacent



Three Hunter Instincts



Insatiable



Repetitive



Curious



Protective



Willing to Destroy

II. HUNT: The Six Patterns of Opportunity



Convergence

Align Multiple Forces
Physical + Digital
Converge People
Combine Brands
Add Value



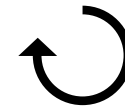
Acceleration

Perfection
Aspirational Icon
Exaggerated Feature
Reimagined Solution



Redirection

Rationalizing/Refocusing
Reprioritizing
Reversing
Surprising
Gamifying



Circularity

Retro
Nostalgia
Generational
Economic
Seasonal



Reduction

Simplification
Specialization
Fewer Layers/Steps
Fractional
Crowding
Subscription
More Efficient



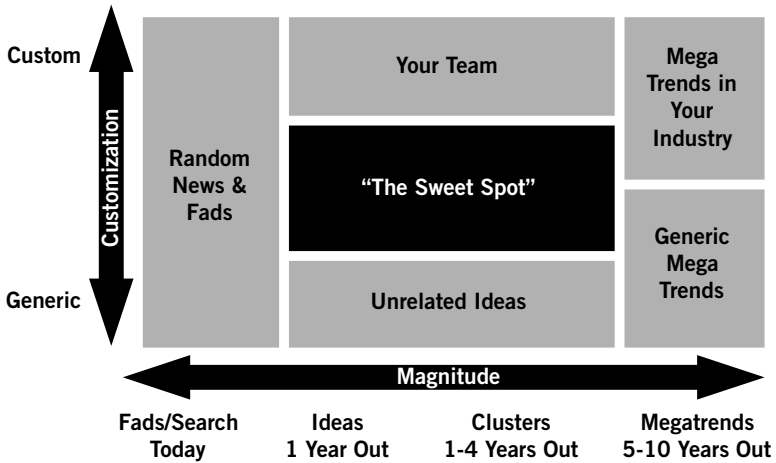
Divergence

Personalization
Customization
Status
Style
Exclusive Belonging
Generational Rebellion
Fashionizing

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III. CAPTURE: Find Your Idea



1. Awaken Your Hunter
2. Establish a Hunting Ground
3. Search the Perimeter for Slightly Related Ideas
4. Push Your Boundaries
5. Collect and Cluster What You Find
6. Throw Away Your First Clusters
7. Use the Patterns to Re-cluster

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