

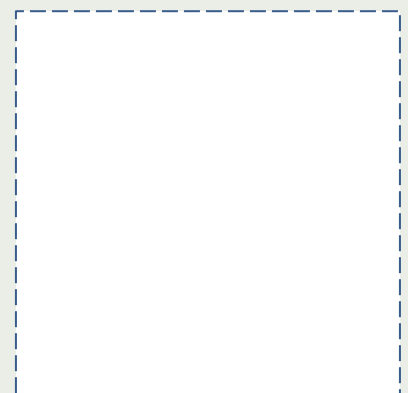
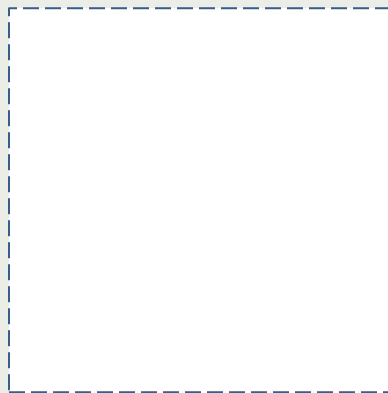
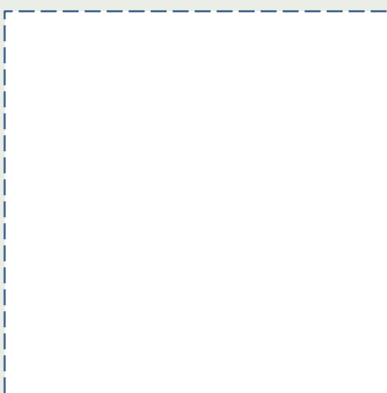
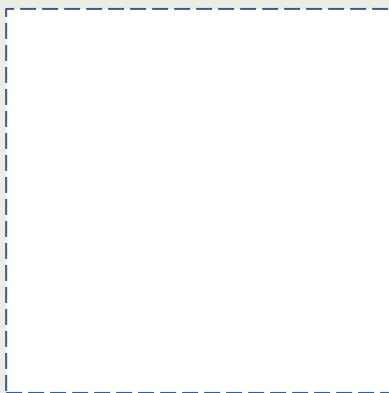
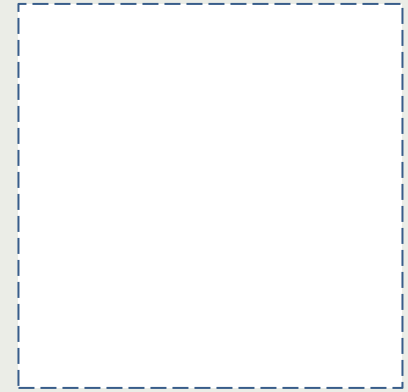


Personal PlayGround™

ideas are safe here

- ideas are not judged here
- ideas not advanced make no impact
- ideas can come at any time

order the PlayGround or other tools in large format at thebigideatoolkit.com



The 7 Visual Components of the Big Idea Toolkit

the Situation

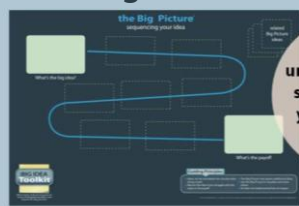


"Ah – now I understand why we are doing this."



Confront reality – understand the what and why.

the Big Picture



"I need to understand the steps of what you propose we do."



Tie the idea to results – communicate the steps to get on the same page.

the PlayBook



"I have some other commitments but I can take that on too."

"I like that I know what 'we' have to do and what 'I' have to do."



Show what you have committed to in a visual calendar format with 90 day and annual views.

Why use Sticky Notes?

- Easy to use
- They're movable
- Everybody is trained

the Audience



"I didn't even know they were a user."



Be mindful of the audience – Who's the Who matters.

the PlayGround

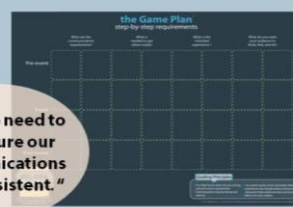


"I was talking to a customer who had an idea for the next rev."



Capture ideas in the PlayGround – even those that come at the wrong time.

the Game Plan



"We also need to make sure our communications are consistent."

Design a holistic experience across time for each audience.

the 4-Square Personal Action Plan



Each person keeps track of their deliverables and action items in their 4-Square Personal Action plan (**free download**).