

Slow Create Funnel

Problem Domain/Selection

Market size should be tens of billions USD \$
 Problem size should be urgent/high
 Inquisition level should be low

Factors

Government regulation, direction.
 Technological advancement, trends, adoption.

Actors

Industry leader competitor CEOs, experts.
 Users, potential users, competitors.

Inspirations

Competitor momentum, progress, brand power.
 Parallel industry/analogous models.
 Inverted/contrarian models.

Patterns

Systems, subsystems, paradigms.
 Replicated behavior, repeated data, meta-data.

Details

Specific, insider knowledge of specialized work.

Secrets

Observed, theorized, and tested hypothesis.
 Obscured steps to desired outcomes.

The Unsolved

What remains post-processing of PDS cycles.
 Burial ground for most problem domains.
 Use to 'bait the hook' with prior to the LADDER.
 Characterizes an 'innovation gap'.
 Marked by a 'moment of pause' in sustainable mystique communication.

The Mindless Work LADDER

Climb down the LADDER acronym, while performing mindless work.
 Mindless work (10-60 min):
 Quietly walk/run, relax in a hammock, enjoy an easy hobby..
 Take a shower, fold laundry, go bird watching, play an instrument..
 A quiet car ride, golf alone, organize/sort items...

Loosen-----Ease your grip on the details of the unsolved.

Antennae-----Become an antennae; listen to the quiet; not overly eager; avoid frustration; ok with any result.

Daydream-----Fun and light ideas; nothing heavy.

Drift-----Mind wanders from problem domain. Default network starts firing.
 Nibbles of synthesis may take place. Give the most time to this phase.

Emerge-----Break the circuit and consciously return to unsolved.

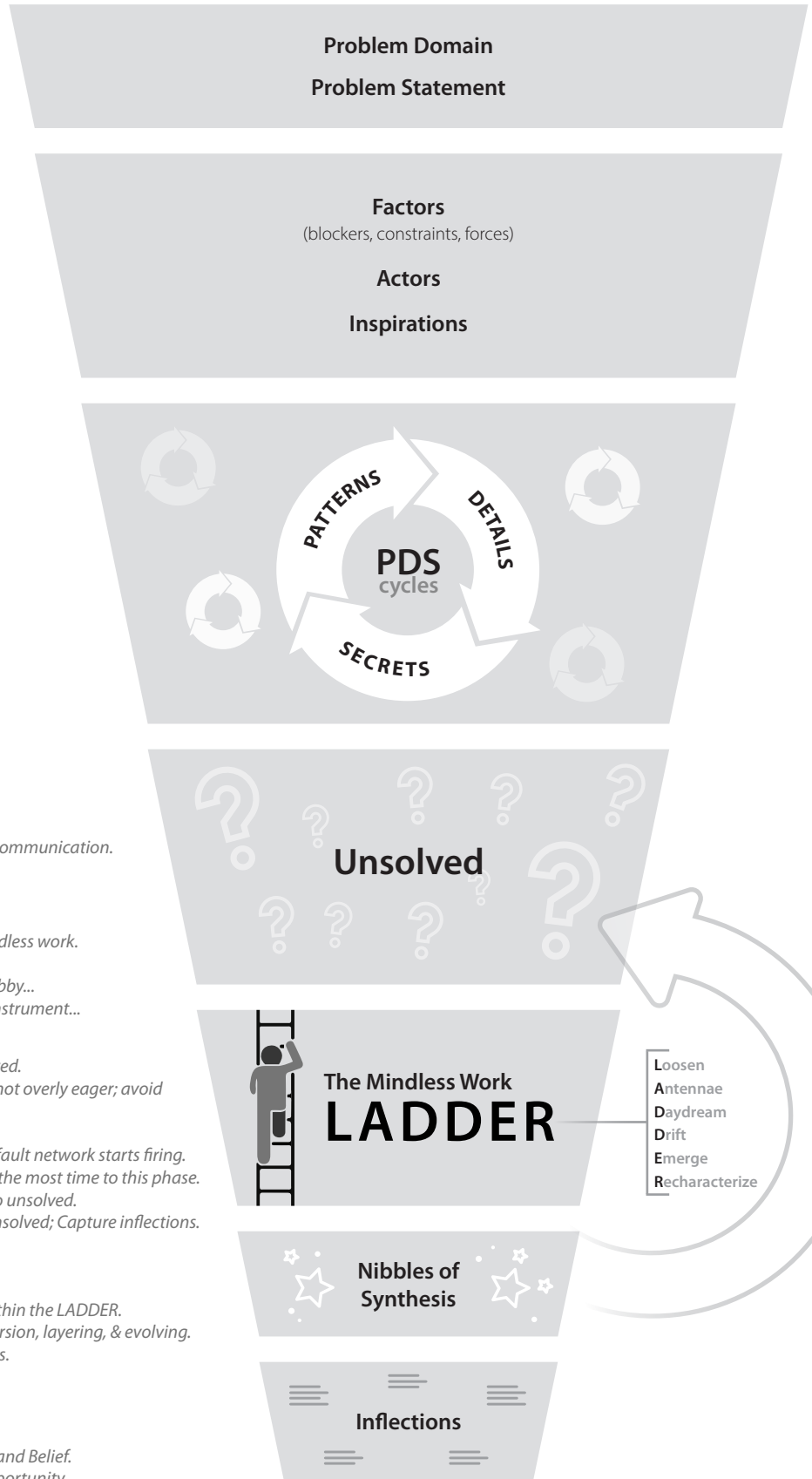
Recharacterize---Introduce the nibble of synthesis to the unsolved; Capture inflections.

Nibbles of Synthesis

Moments of little-c creativity that spawn from drifting within the LADDER.
 Techniques to conjur include are analogy, reframing, inversion, layering, & evolving.
 Resting-State Functional Connectivity (RSFC) mechanisms.
 Invocation of Default Mode Network (DMN) activity.

Inflections

Some characterize as Technology, Adoption, Regulatory, and Belief.
 Well-framed, macro-level hypothesis of an actionable opportunity.



Loosen
 Antennae
 Daydream
 Drift
 Emerge
 Recharacterize