



EXPLOITING CHAOS

150 Ways to Spark Innovation During Times of Change

By Jeremy Gutsche

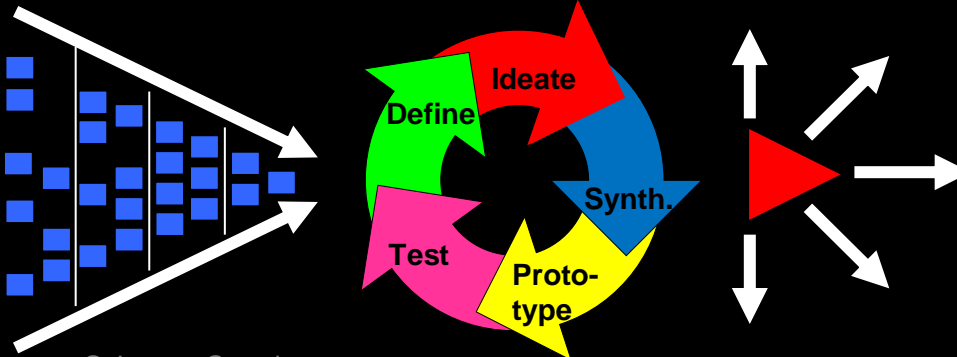


AVOID
YOUR BIAS



SPECIFICALLY
WHAT ARE
YOU TRYING
TO DO?

HUNT
BEYOND
YOUR
INDUSTRY



7 WORDS
OR LESS

FORCE
YOURSELF TO
LOOK FOR
NEW HILLS OF
OPPORTUNITY

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RELENTLESSLY
OBSESS
ABOUT YOUR
STORY

Culture of Revolution

CULTURE
EATS
STRATEGY
FOR BREAKFAST

SITUATIONAL
FRAMING
DICTATES
OUTCOME

INNOVATIONS
MUST OFTEN
FAIL

BECOME
IRRESISTIBLE
TO A SPECIFIC
GROUP OF
PEOPLE

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