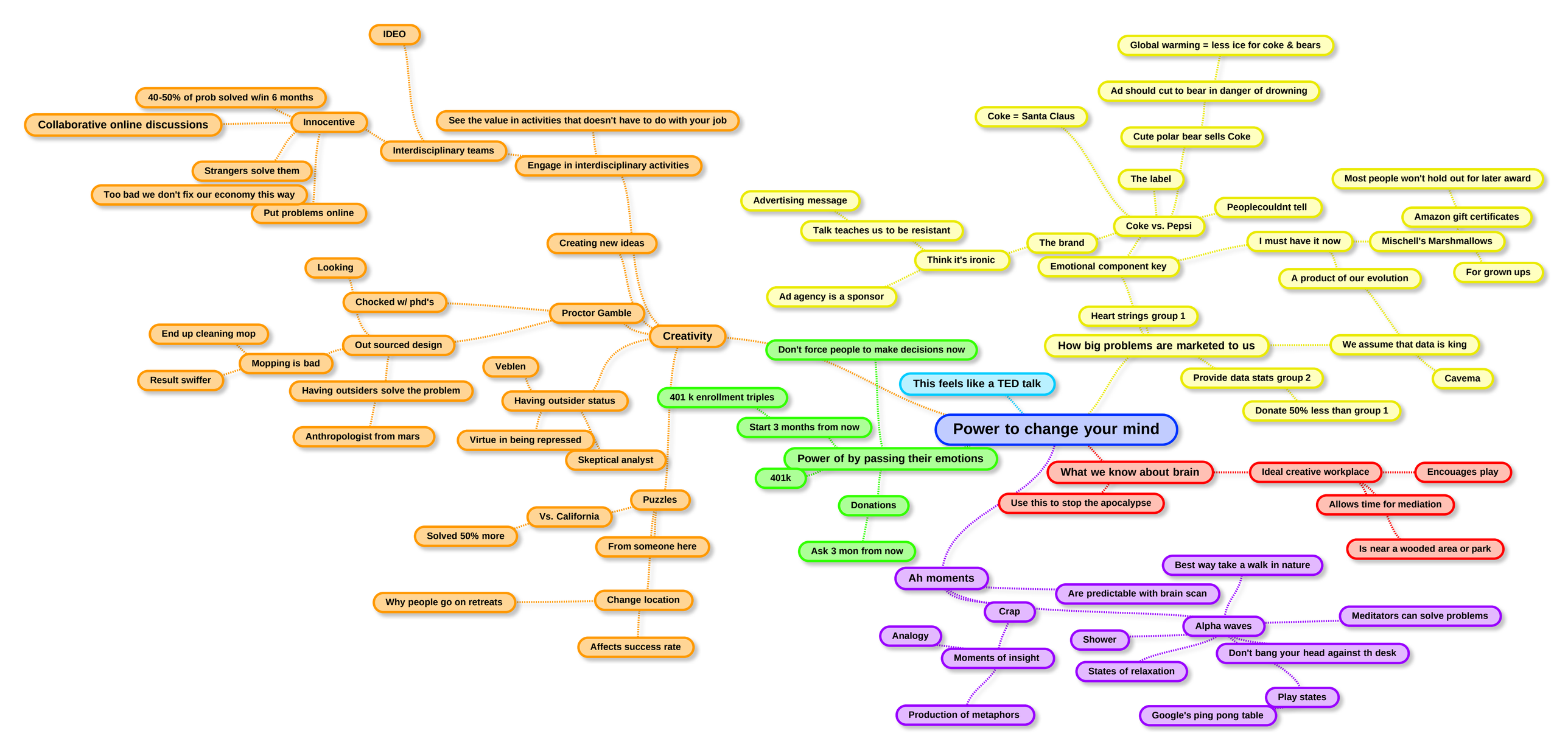
IDEO
40-50% of prob solved w/in 6 months
Collaborative online discussions
Innocentive
Interdisciplinary teams
See the value in activities that doesn't have to do with your job
Engage in interdisciplinary activities
Strangers solve them
Too bad we don't fix our economy this way
Put problems online
Creating new ideas
Looking
Chocked w/ phd's
Proctor Gamble
Creativity
End up cleaning mop
Out sourced design
Mopping is bad
Result swiffer
Having outsiders solve the problem
Anthropologist from mars
Veblen
Having outsider status
Virtue in being repressed
Skeptical analyst
401 k enrollment triples
Puzzles
Vs. California
Solved 50% more
From someone here
Why people go on retreats
Change location
Affects success rate
Global warming = less ice for coke & bears
Ad should cut to bear in danger of drowning
Coke = Santa Claus
Cute polar bear sells Coke
The label
Most people won't hold out for later award
Amazon gift certificates
Advertising message
Talk teaches us to be resistant
Peoplecouldnt tell
Coke vs. Pepsi
The brand
I must have it now
Mischell's Marshmallows
Think it's ironic
Emotional component key
For grown ups
Ad agency is a sponsor
A product of our evolution
Heart strings group 1
Don't force people to make decisions now
How big problems are marketed to us
We assume that data is king
This feels like a TED talk
Provide data stats group 2
Cavema
Donate 50% less than group 1
Power to change your mind
Start 3 months from now
Power of by passing their emotions
What we know about brain
Ideal creative workplace
Encouages play
401k
Donations
Use this to stop the apocalypse
Allows time for mediation
Ask 3 mon from now
Is near a wooded area or park
Best way take a walk in nature
Ah moments
Are predictable with brain scan
Crap
Alpha waves
Meditators can solve problems
Analogy
Shower
Moments of insight
Don't bang your head against th desk
States of relaxation
Play states
Production of metaphors
Google's ping pong table