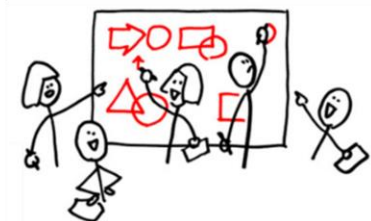# THE BACK OF THE NAPKIN

A powerful simple and fun way to solve business problems

Simply picture help us discover new ideas
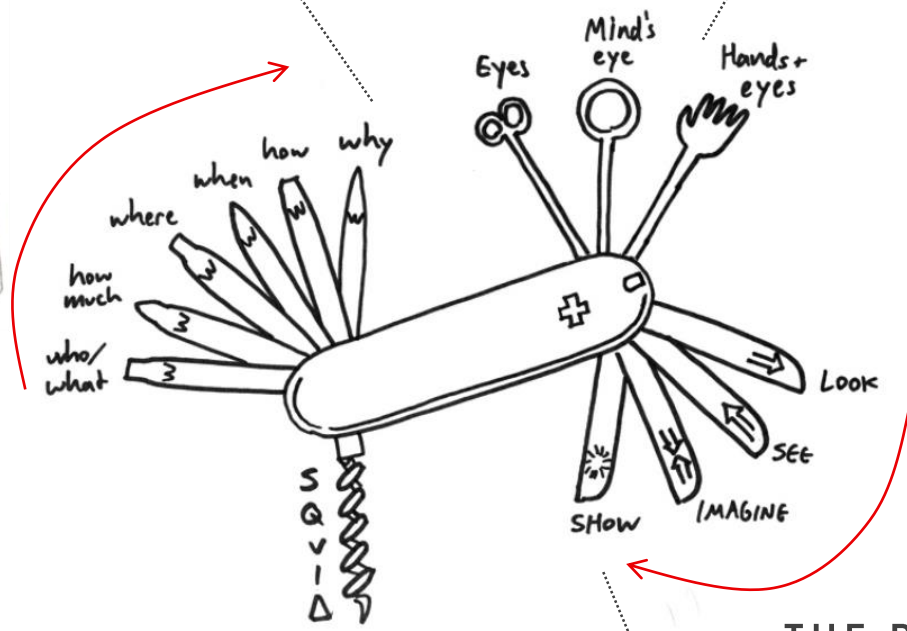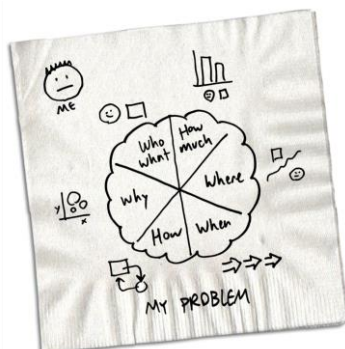

Picture help us develop ideas

Picture help us share (and sell) ideas

6x6 RULE
We can't solve a problem that overwhelms us.
To understand what we're seeing, we need to break it into bite-sized pieces.

BUILT-IN VISUAL THINKING TOOLS

SQVID
Problems don't get solved by the smartest or fastest...
They get solved by the one who sees the possibilities.
The one with the best imagination wins.

THE PROCESS OF VISUAL THINKING
Looking = Collecting & Screening
Seeing = Selecting & Clumping
Imaging = Seeing What Isn't There
Showing = Making It All Clear