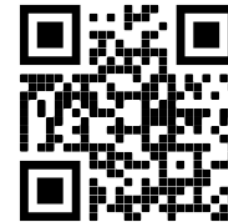


Par Marie Kuter



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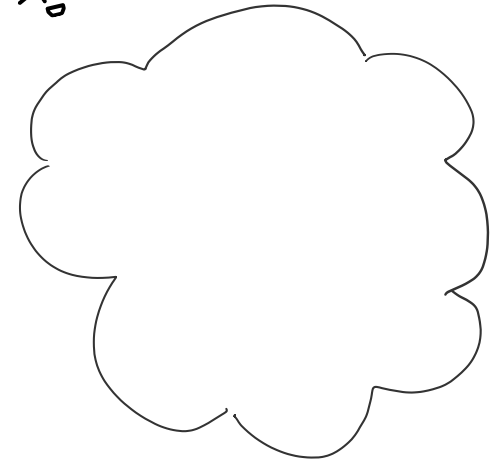
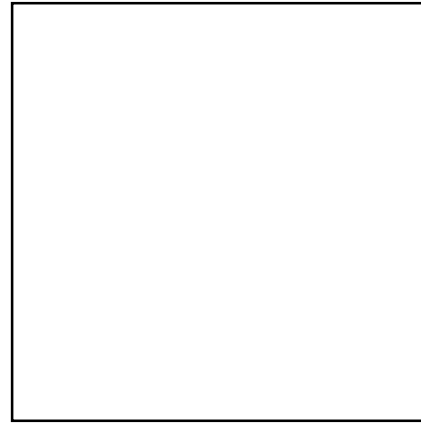
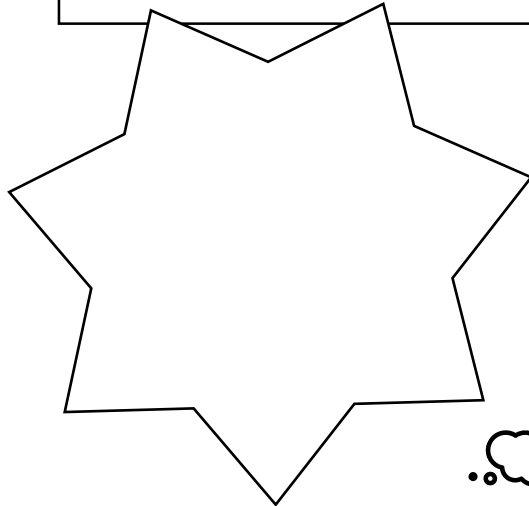
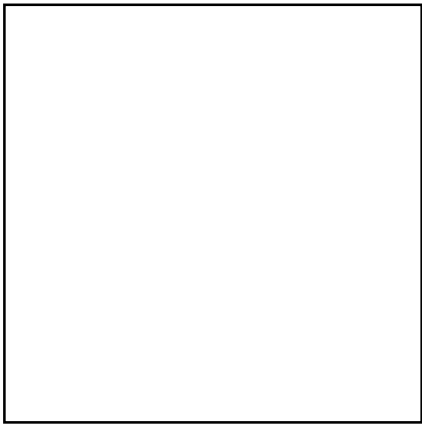
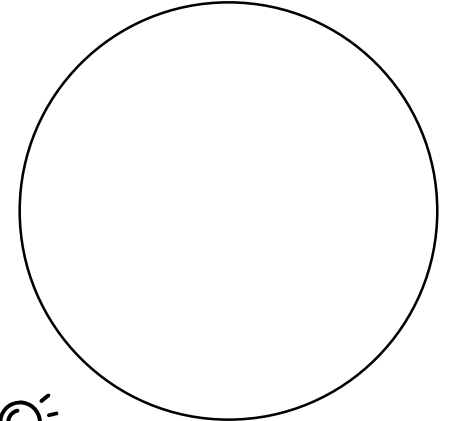
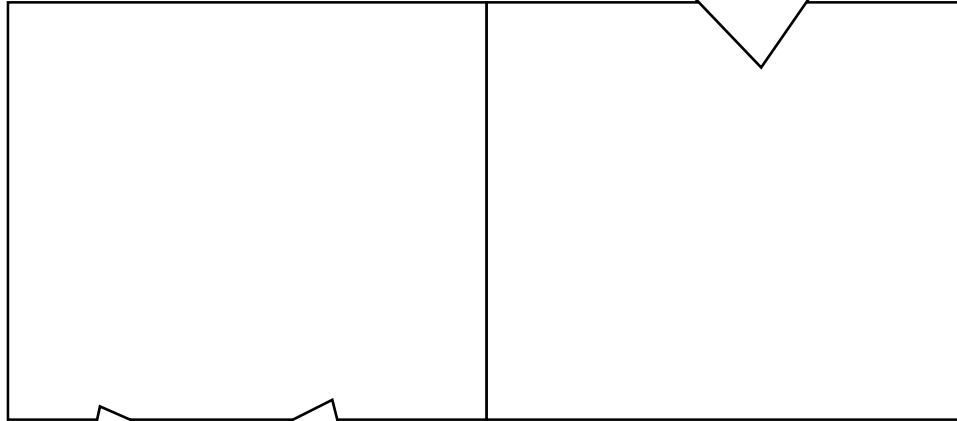
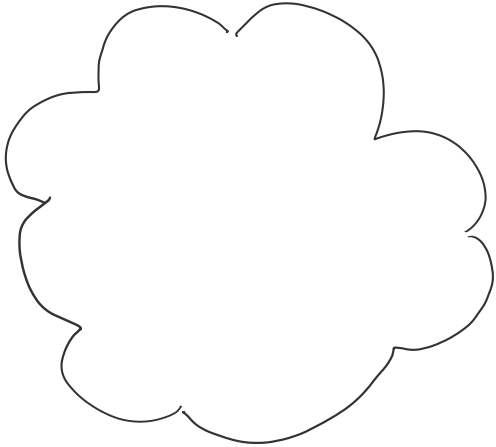
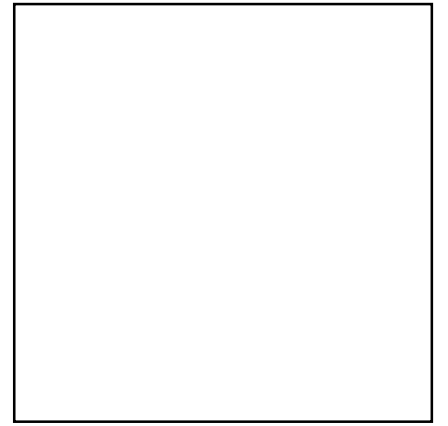
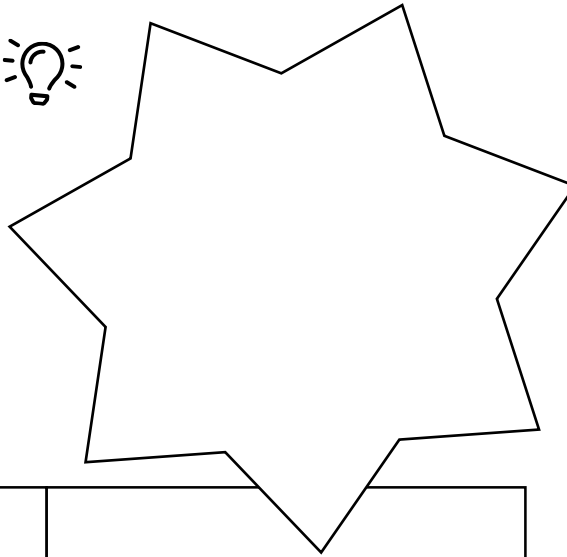
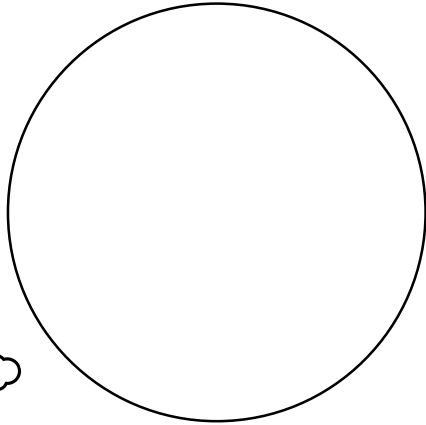
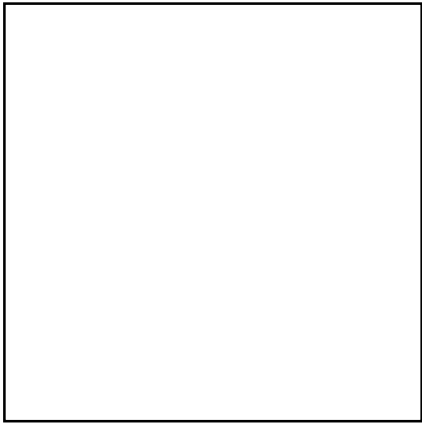
1. Ecrivez ici votre problème sous la forme  
« Comment pourrait-on ? »

2. A quoi ça vous fait penser ? Jouez aux associations d'idées en listant les mots-clés qui vous viennent à l'esprit

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3. Que diraient les autres ? Essayez d'imaginer les réponses de : Einstein, votre grand-mère, votre neveu de 6 ans, votre patron, Barack Obama, Lady Gaga, le chien de votre voisine (et bien d'autres !)

4. Pensez aussi à chercher l'inspiration chez les autres : que font les concurrents ? Les groupes les plus célèbres ? Les start-ups ?



Tout le  
monde peut  
« sketcher » !

