

Lateral Thinking

A term coined by Dr de Bono involves looking at your situation in a different way. The simplest answer is not always right. We solve most problems in a linear fashion, i.e. if something happens it must have been because of.....

We take a step by step approach to finding our answers. De Bono encouraged others to look at their situation differently, to step sideways for a second if you will. This allows people to re-examine their predicament from a much more creative point of view.

Say for example you have a client who sells tractors. If you were thinking in a linear fashion, you may feel the need to create content about how great tractors are because you need to sell tractors. Thinking about things laterally though opens up a world of possibilities. Try looking at the bigger picture. Tractors are a key component to farming, farming produces food and resources. Farms also house animals. A popular children's rhyme about farm animals is Old McDonald, you may wonder how that rhyme came to be. Why not create content around the origin of that rhyme?

That's just a (very) basic example, but you can clearly see how lateral thinking can be used to help inspire you.