

# The Inspirational Quotes creativity technique

Let the wise words of the great inspire you with new ideas

## How to

1

Formulate a problem statement as a question that focuses on a single actionable issue. Jot down a few keywords from the problem statement

2

Look up quotes related to your keywords in a dictionary of quotes or online, and note down 3 to 7 of them.

3

Consider one quote at a time. Look again at your problem statement and pretend that the quote is advice about your problem. Think how it could apply and jot down any ideas that pop up in your mind.

## Example

How might we win **increase** the number of users **landing** on our website by 50% in the next four weeks using content **marketing**?

*John Kenneth Galbraith:* "The salary of the chief executive of a large corporation is not a market award for achievement. It is frequently in the nature of a warm personal gesture by the individual to himself"

Write stories related to current news that are clear examples of psychology research findings. If a CEO awards himself an astronomical bonus and justifies it, it may be a good example of the self-serving bias.

FIND OUT MORE

[www.mindiply.com/blog](http://www.mindiply.com/blog)