

IN A WORLD OBSESSED WITH  
SIMPLE & STRAIGHTFORWARD,

WE HARNESS

THE **wild**

& THE

**WILD**

A whimsical, golden-hued playground scene. The scene is set in a lush, green landscape with large, gnarled trees. A rope bridge spans across the middle ground, and a slide is visible on the right. In the foreground, a seesaw is in use with two small figures. The ground is covered with grass and several large, spotted mushrooms. The overall atmosphere is warm and magical, with a soft, golden light filtering through the trees.

IT STARTS IN A  
PLAYGROUND — WHERE  
CURIOSITY RUNS FREE.

WE STEP BEYOND THE FAMILIAR, WANDERING INTO  
THE UNTAMED, UNPREDICTABLE CORNERS OF THE  
HUMAN EXPERIENCE.



THROUGH EXERCISES THAT...



ROTATE



DISTORT



SQUASH



EXPLODE

...WE PUSH PARTICIPANTS & RESEARCHERS TO  
THINK LIKE ARTISTS, INVENTORS & CURIOUS  
KINGS—EMBRACING OUR MANY SIDES TO SEE  
WHAT OTHERS CAN'T.

FOR EXAMPLE...



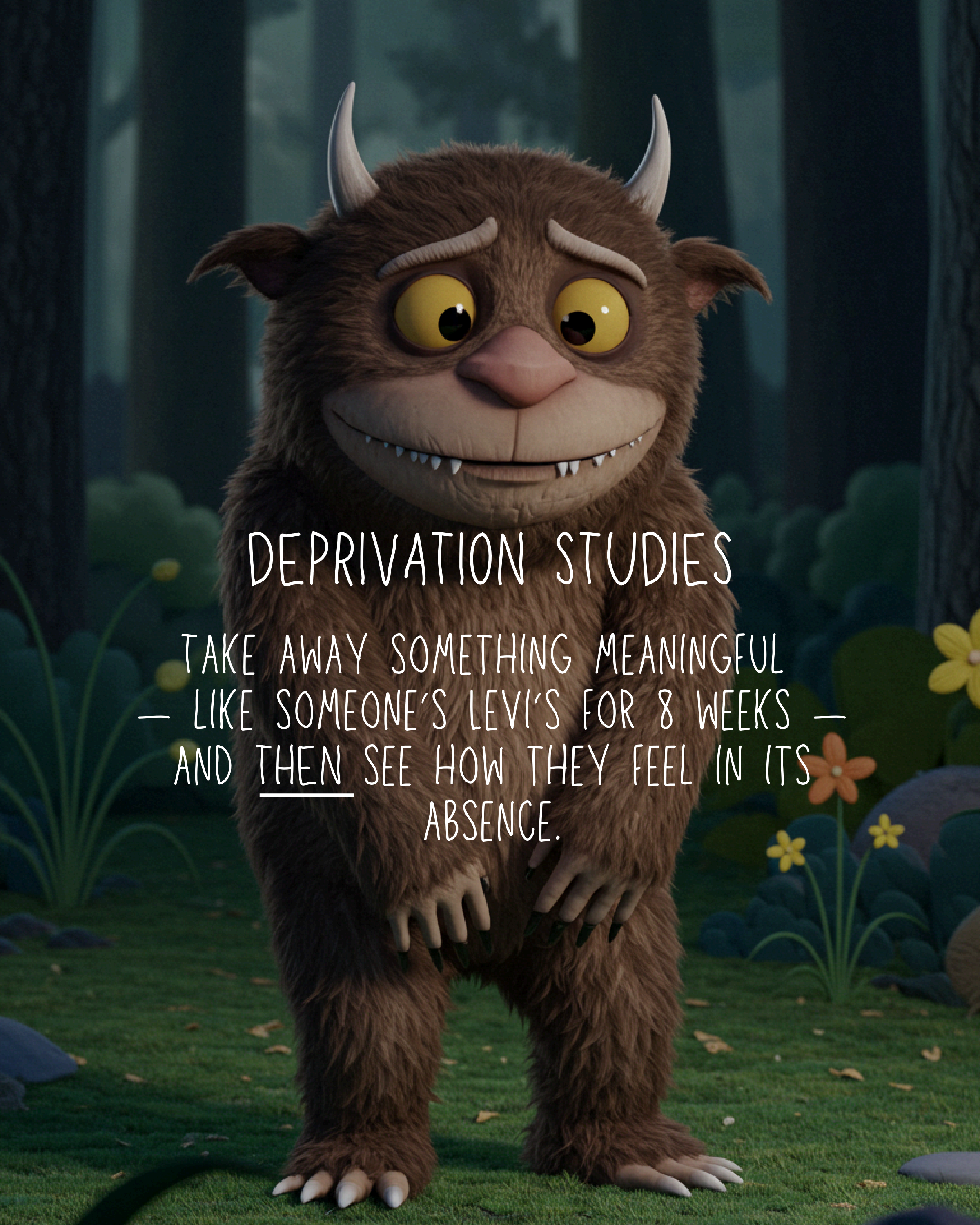


## NEGATE

ASK PARTICIPANTS TO ARGUE AGAINST THEIR OWN BELIEFS.

THE CONTRADICTIONS REVEAL HIDDEN TRUTHS.



A brown, furry creature with yellow eyes and horns, standing in a forest. The creature has a friendly expression and is looking directly at the camera. The background is a lush, green forest with tall trees and various plants.

DEPRIVATION STUDIES  
— TAKE AWAY SOMETHING MEANINGFUL  
— LIKE SOMEONE'S LEVI'S FOR 8 WEEKS —  
AND THEN SEE HOW THEY FEEL IN ITS  
ABSENCE.

# ROLE PLAY

STEP INTO SOMEONE ELSE'S SKIN—DRESS DIFFERENTLY, SHIFT YOUR IDENTITY, EVEN CHANGE GENDER.

HOW DOES THE WORLD SEE YOU NOW?  
HOW DO YOU SEE YOURSELF?







# STORYTELLING

TURN SOMETHING MUNDANE INTO A RICH, EMOTIONAL NARRATIVE.

WHEN THEY GET GOING, THE TRUTHS SPILL OUT.

DON'T JUST ACCEPT THE  
MESSINESS OF THE HUMAN MIND  
- TILT THE FIELD TOWARDS IT.

BECAUSE THAT'S WHERE THE  
RICHEST INSIGHTS LIVE.



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DRIVING GROWTH THROUGH CREATIVITY