



# Revolution

The way we think about challenges, such as creating an innovative fitness app, is often limited by the rules or attributes we associate with the issue—e.g., how our schemas define fitness. Often, we're not even consciously aware of the rules and attributes we believe apply to an issue; consequently, challenging our assumptions is difficult.

- 1 With the Revolution method, you start by **writing down as many rules or attributes as you can think of** about the issue you are working on. For fitness, rules could be: we move our bodies, and then we 'do' fitness; fitness takes place at dedicated places such as outdoors or in fitness centres; you do it to stay in shape, etc.
- 2 Once you have identified as many rules as you can think of, you can start challenging these rules by asking '**what if**' questions. E.g., what if you did *not* need to go to a dedicated place so as to pursue fitness, but fitness *came* to you? One answer could be co-working places that include gyms and work-out sessions.
- 3 Go through all of the 'what if' questions. Can you come up with concrete ideas to answer them? Do they inspire other ideas?

You can use the table (provided on the next page) to document your "Rules", "What ifs" and "Ideas".

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Rules	What if?	Ideas

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If you are doing this as a team exercise use a whiteboard and post-its to create a shared set of rules and what ifs.

In a way, challenging a rule is the same as creating a new obstruction that you need to work around—because you have created a different rule that requires you to think about things in a new way. The limitation requires you to think differently.

