NoOr

QUICK CHECKLIST

Lateral Thinking: Edward de Bono's tools for fresh content ideas, applied to brands in Muscat

https://noorsocial.com/en/journal/lateral-thinking-de-bono-content-muscat/

Quick checklist

- [ ] When ideas run dry, stop digging the same hole deeper; move to a new starting point.
- [ ] Generate several alternatives before you judge any of them.
- [ ] Use a random word as a trigger to break your usual content patterns.
- [ ] Flip the obvious approach (reversal) to find angles your competitors in Muscat miss.
- [ ] Treat a crazy idea as a stepping stone, not a final answer.

Want a second pair of eyes? Ask for a free Instagram analysis: wa.me/96890103304