



Coffee break exercise: **GENERATING IDEAS**

'The 4 B's'. What idea could you...

- **Buy** into (e.g. via a franchise, party plan, direct sales)
- **Borrow** (what works elsewhere that isn't being done in your area/industry?)
- **Bring** as a solution (what do you know/believe people need that is not being provided in the current market?)
- **Better** (how could you take an idea that exists and do it better? What does 'better' mean – quality, price, service, efficiency etc.?)

Jot down some ideas here...