

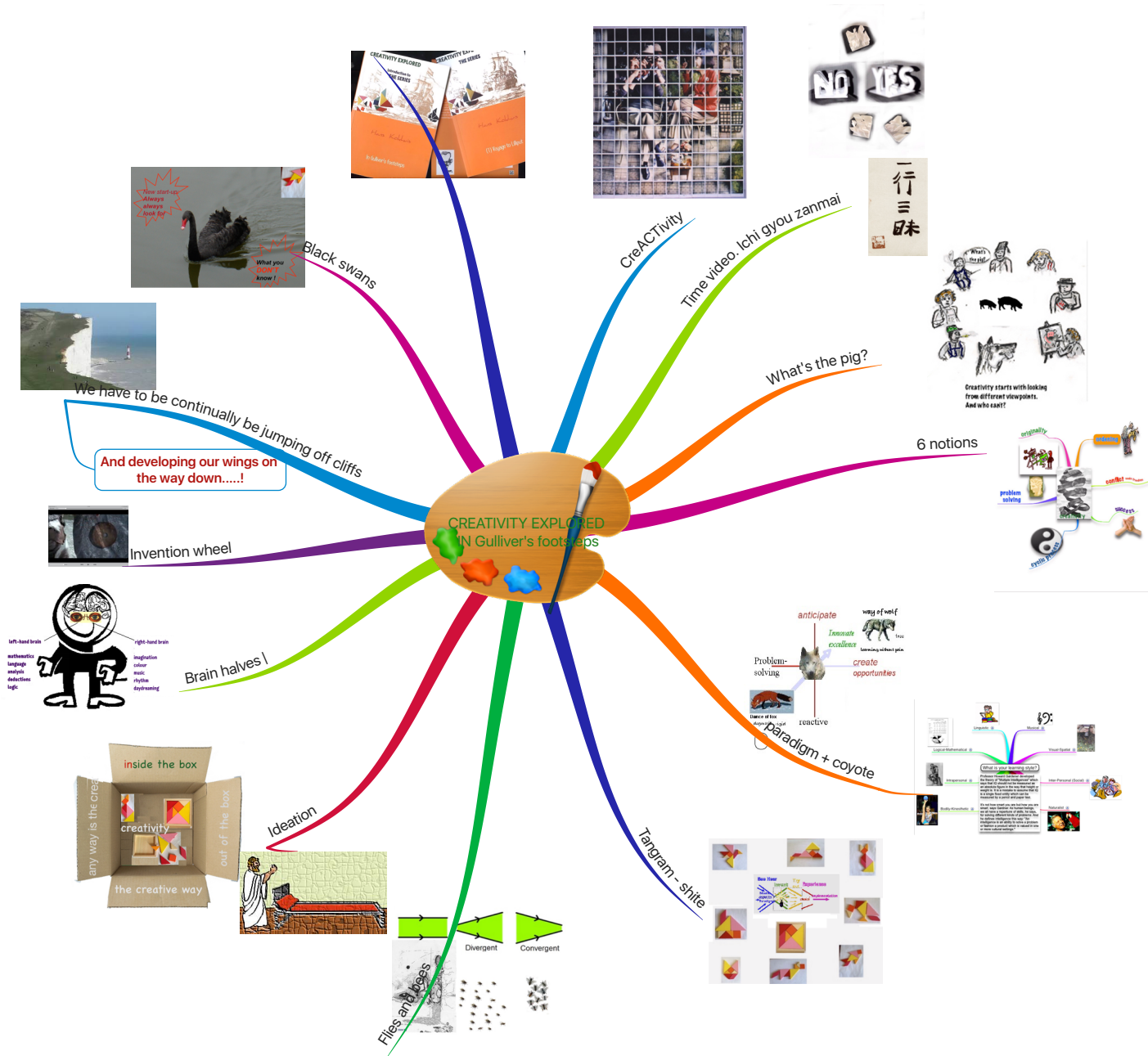
*"We have to be continually jumping off cliffs and*



*developing our wings on the way down."*

Kurt Vonnegut



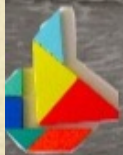


# CREATIVITY EXPLORED

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reframe



reactief

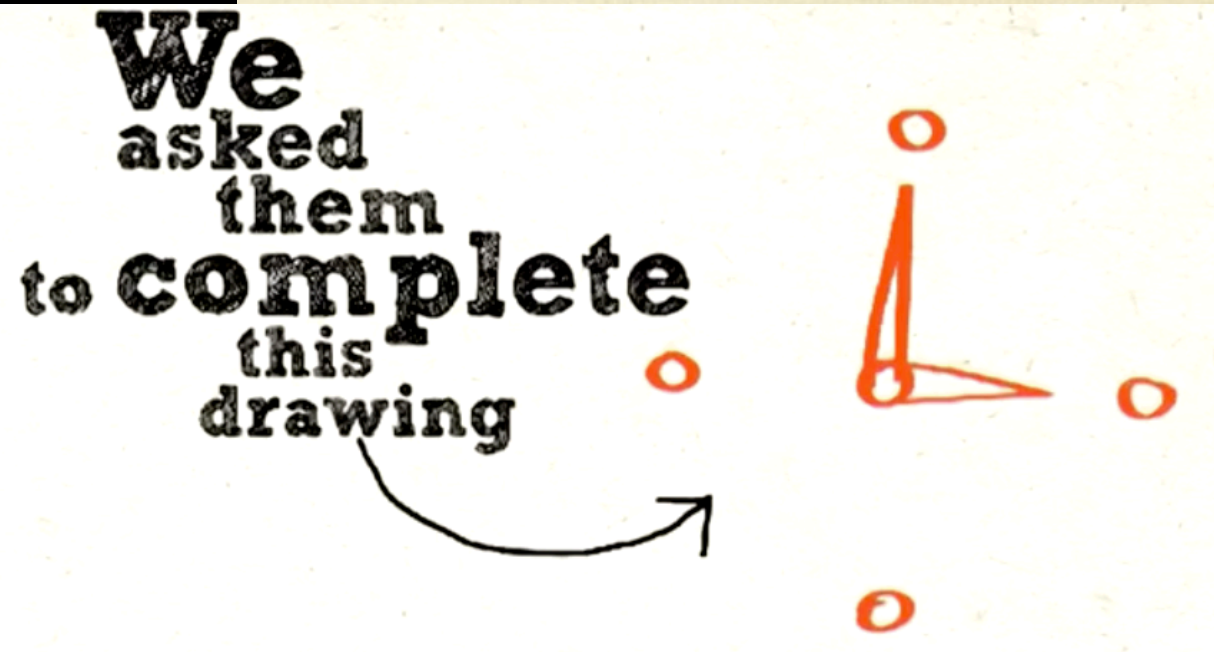




Our clients want us to do more work in less time.

How can we make them understand that for new,  
effective ideas we need more time?

We sent them this film to show them how d



Communications café: lifelines instead of *deadlines*





Creativity starts with looking  
from different viewpoints.  
And who can't?



*anticipate*



*innovate*

*excel*

problem  
solving



*create  
opportunities*

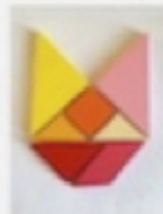
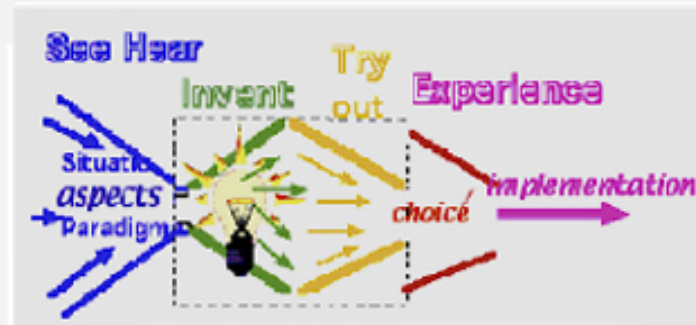


reactive

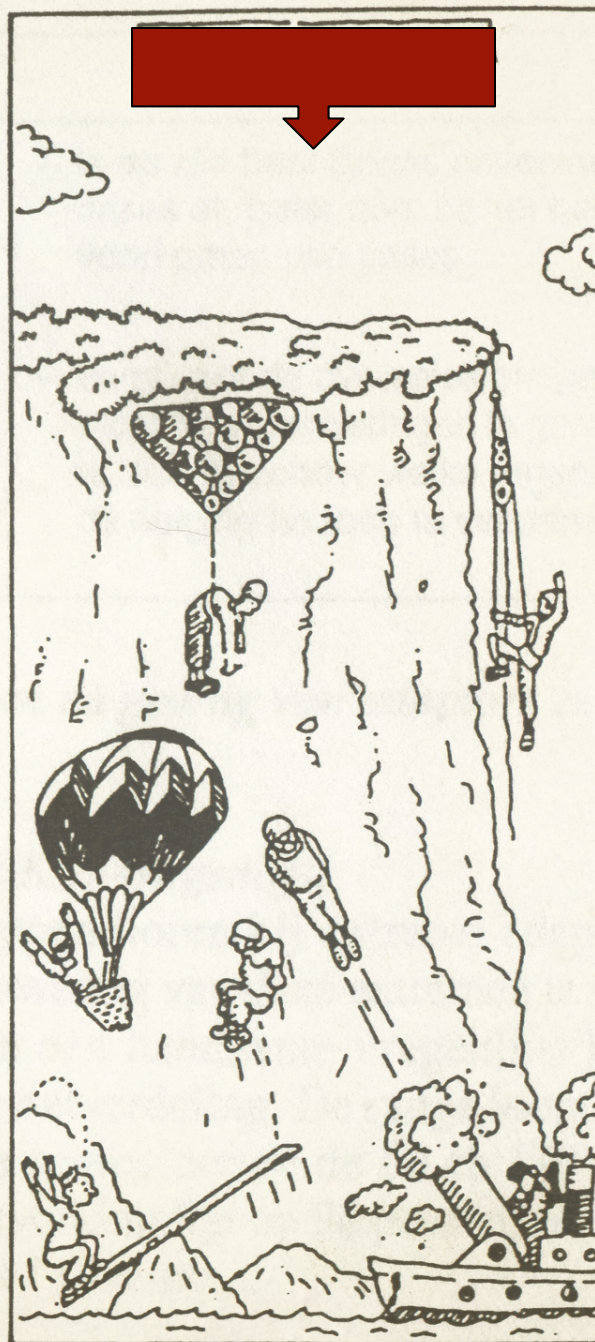
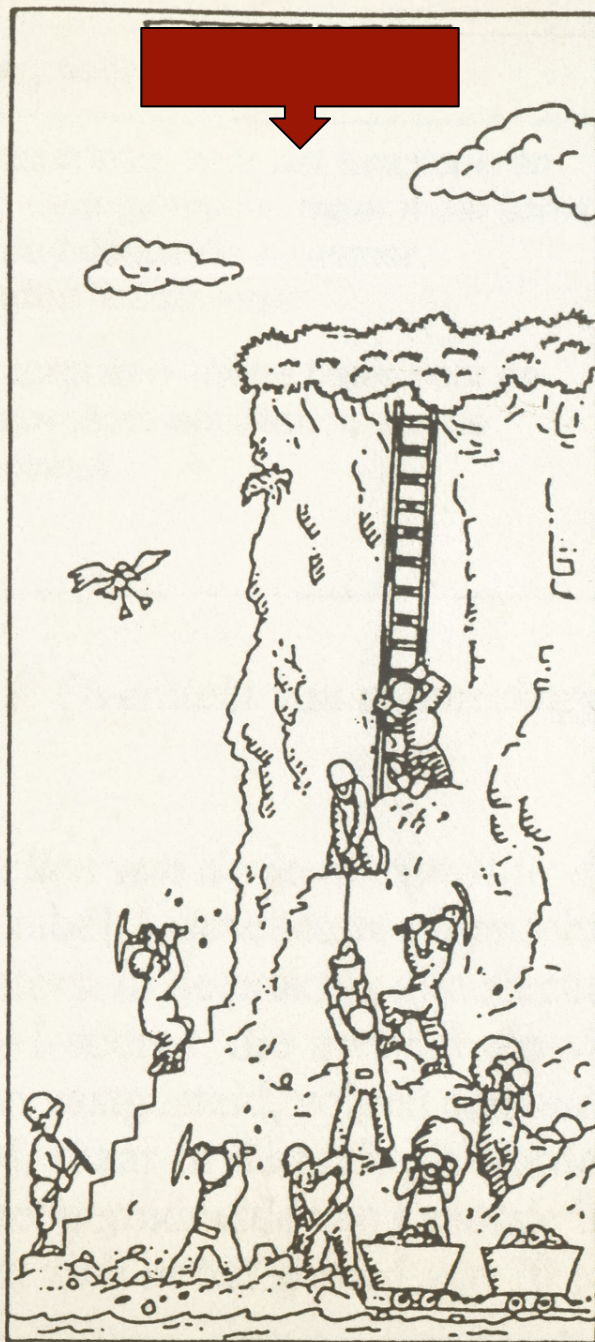


# CreACTIVE process

SH I T E









Do you think it is easy to change?  
Ah, it is very hard to change and  
be different.  
It means passing through the waters  
of oblivion.

D.H. Lawrence

Killing good ideas  
can harm your future.

