

12

## INTRODUCTION

Why talk about idea work, and  
what does it matter?

40

## PREPPING

Why every organization should  
have an Uncle Sam

54

## ZOOMING OUT

Why seeing the big picture  
matters to your ideas

70

## CRAVING WONDER

Why burning questions of a dipmeter log, caring for the client,  
and dwelling on the 9/11 memorial ground have the same origin

86

## ACTIVATING DRAMA

What's at stake?

104

## DARING TO IMAGINE

How great ideas result from cutting into the rock,  
celebrating your dusters, and cheerleading

120

## GETTING PHYSICAL

What is it with those sketches, and why  
are pin-ups must-haves in idea work?

138

## DOUBLE RAPID PROTOTYPING

How Magnus learned to beat the  
big fat cats, and why he fears becoming one

156

## LIBERATING LAUGHTER

How playful energy and humor opens  
up people, situations, and ideas

170

## GENERATIVE RESISTANCE

How constraints and opposition  
can inspire your best ideas

186

## PUNK PRODUCTION

Just do it - yourself!