

ALTERNATIVE WORLD IDEAS



Alternative World Ideas is a creative exercise to spark new thinking by imagining your service in a completely different context. The goal is to break assumptions and discover fresh solutions.

How to do it:

- Define your challenge – e.g., “How might we make applying for benefits easier?”
- Pick an alternative world – Examples: a theme park, a luxury hotel, a space station, a coffee shop.
- Ask “What if...?” – Imagine how your service would work in that world (e.g., “What if applying for benefits worked like ordering coffee at Starbucks?”).
- Sketch or describe ideas – Capture the most interesting concepts.
- Share and discuss – Look for elements that could inspire real improvements.

CREATIVE ORGS	CHARITIES AND PUBLIC SERVICE	INNOVATIVE BUSINESS AND OPERATING MODELS	INNOVATIVE PEOPLE	GREAT CUSTOMER SERVICE AND EXPERIENCE	LUXURY EXPERIENCES	GLOBAL REACH
Amazon	Amnesty International	AirBnb	Oprah Winfrey	AARP	BMW	FedEx
Apple	Girl Scouts	Costco	Mr. Rogers	Nordstrom	Louis Vuitton	NASA
Cirque du Soliel	National Park Service	Google	Your Godmother	REI	The Four Seasons	The Olympics
Disney	Habitat for Humanity	Uber	Marie Kondo	Trader Joe's	Tiffany & Co.	Coca-Cola
LEGO	Teach for America	Netflix	Serena Williams	Zappos	Ritz-Carlton Spa	Starbucks