

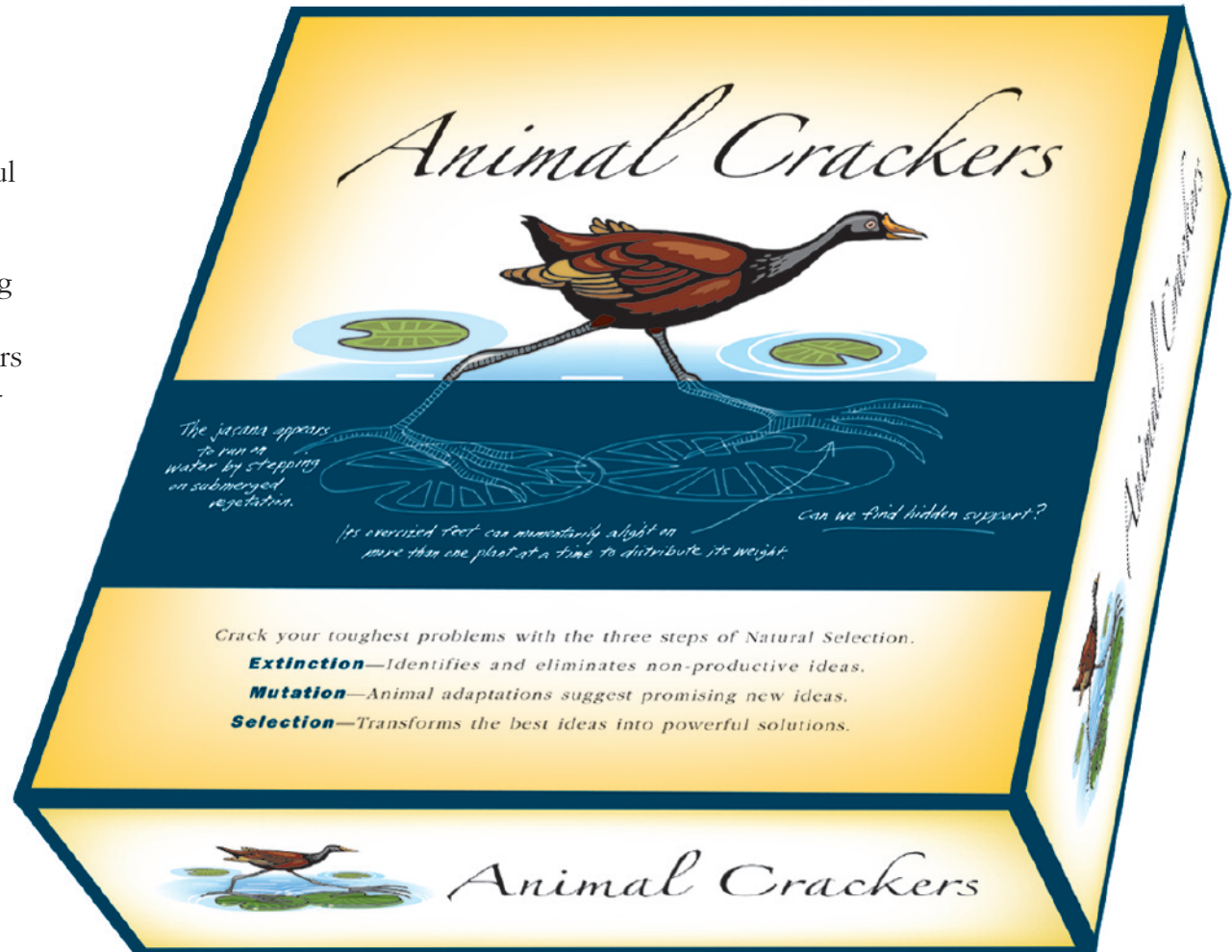
Animal Crackers



The serious, step-by-step way to crack your toughest business problems
using the genius of Natural Selection.

Natural Selection in a Box.

We've taken nature's most powerful problem-solving process and translated it into an easy-to-use, step-by-step system for developing and implementing breakthrough business solutions. Animal Crackers not only helps guide this creative-thinking process, it also inspires solutions with fascinating facts from the animal kingdom.





The Animal Crackers Box Set contains everything necessary to perform the Natural Selection process many times, alone or in groups. Each box includes: three sets of cards, three pads of worksheet forms, and the Animal Crackers Manual. All individual elements can be reordered. Updated versions of all three card sets will be available on a regular basis.



The Animal Crackers Manual provides a thorough explanation of the background and theory of the Natural Selection process, plus step-by-step instructions, and an example of a famous, successfully resolved business problem. Reflecting Darwin's three-step process of evolution, Animal Crackers is also divided into three parts—Extinction, Mutation, and Selection.

Animal Territory

Finding hidden support

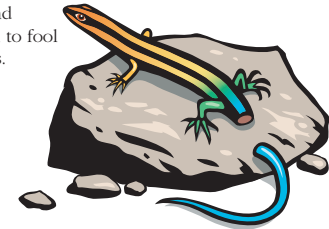


The **jaçana** appears to run on water by stepping on submerged vegetation. Its oversized feet can momentarily alight on more than one plant at a time to distribute its weight.

Animal Territory

Downsizing to maintain productivity.

The **skink lizard** dislodges and drops its tail to fool its predators.



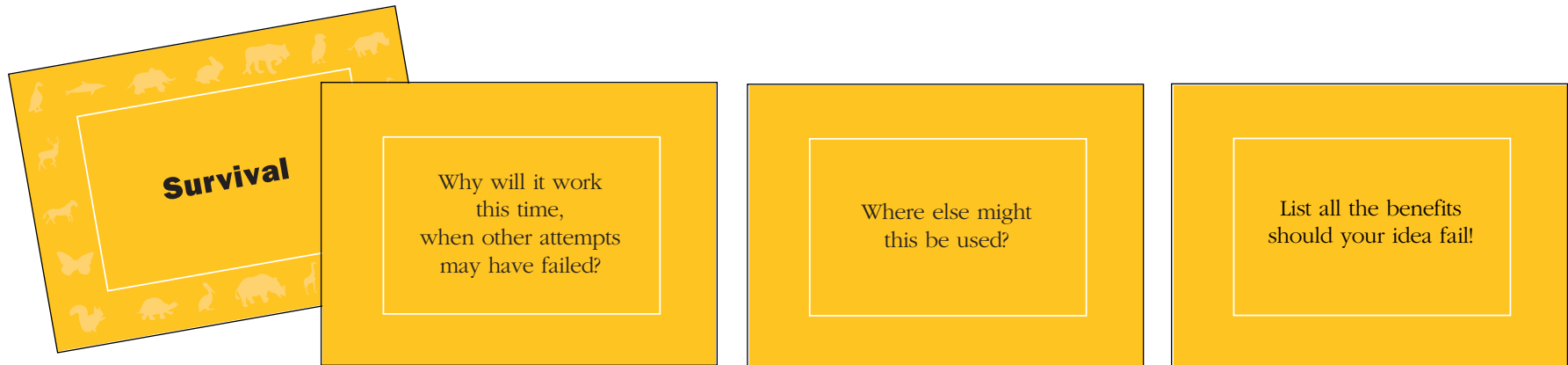
Animal Territory

Creating an effective packaging design.



Lions yawn to oxygenate their blood. As one lion in a group yawns, others soon follow suit. Among lions, their manes, not their size, determine their social rank.

Animal Territory Cards focus the user's thinking toward specific areas of concern called Territories. On the opposite side of each Animal Territory card, a fascinating animal adaptation inspires the kind of thinking suited to solving problems in that Territory. This uniquely focused problem-solving stimulus is applied in the Mutation part of the process.



Survival and Extinction Cards, used in the Selection part of the Natural Selection process, prompt users to consider both positive and negative reactions to the solutions they are considering. This step helps the user develop and select the best possible solution.

Extinction Worksheet

Animal Crackers



MAKE SECRE
TARY'S JOB EAS

Mutation Worksheet

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Selection Worksheet

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Underlying issue:

LACK OF POWER
INADEQUATE SELLING SKILLS

Observations:

BIG FEET REDUCE PRESSURE
BIRDS HAVE HOLLOW BONES
LARGE SPAN OF CONTROL
BIRD RUNS FAST OVER WATER
SUBMERGED VEGETATION ESSENTIAL
BUOYANCY OF WATER COUNTERACTS
WEIGHT
SUPPORT HIDDEN FROM VIEW
BIRDS HAVE HIGH-PITCHED VOICES
WARY OF PREDATORS
MULTICOLORED PLUMAGE
JACANAS FOUND ON SEVERAL CONTINENTS
BIRDS GO HIGHER THAN OTHER ANIMALS
FLY IN FORMATION
HIGHLY EFFICIENT MOVEMENT

Ideas:

LET OTHERS
SHOW HOW
SAMPLE PE
PROVE INT
FIND PEOP
USE PEOP
PRESSURE
DON'T T
GET SUP
WATCH
MAKE
ENLIST
GO TO
GET M
FIND S
SECRET

Positives:

MAKE SECRETARY'S JOB EASIER
BOSS WILL SEE HER USING THEM
SECRETARIES WILL MARKET FOR ME
WE COULD ADD DEPARTMENT LOGO
USEFUL FOR STORYBOARDING
GOOD FOR COMPUTER ILLITERATES
EASIER TO FIND THROWN-AWAY NOTES
SAVE ON PAPER CLIPS
ALLOWS HIGHER-UPS TO SEE R&D GUY IS SENSITIVE TO ADMINISTRATIVE NEEDS

Negatives:

WHO WILL SABOTAGE YOUR ATTEMPTS
AT EXECUTION?
WHO WILL GET HURT IF YOU ARE
SUCCESSFUL?

Challenges:

HOW TO PREVENT BOSS FROM STOPPING
MY IDEA?
HOW TO MAKE SECRETARIES HAVE A POSITIVE
IMPACT ON BOSS?
HOW TO ENLIST SECRETARIES WITHOUT
DISTURBING THE BOSS?
HOW TO ACCOMPLISH THIS WITHOUT ALERTING
REST OF R&D?

Solution:

SEND SAMPLES TO EXECUTIVE SECRETARIES IN OTHER NON-COMPETING FORTUNE 500
CORPORATIONS. PROMISE SIX-MONTH FREE SUPPLY WHEN PRODUCT GETS TO MARKET, IF THEY
EVALUATE PRODUCT AND REQUEST MORE IN WRITING.

Extinction, Mutation, Selection Worksheet Pads provide outlined working space for recording responses to questions in all three parts of the Natural Selection process. Their proper use is clearly spelled out and demonstrated in the Animal Crackers Manual.

Stephen Grossman
215-379-3136
gdoubledom@aol.com

Peter Lloyd
859-802-7360
peter@gocreate.com

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and Peter Lloyd

