



## INSIDE OR OUTSIDE... IT'S YOUR CHOICE

We have all heard the phrase “Think Outside the Box” and have likely been asked to try this at some point or another. So we ask ourselves, just what is “Thinking Outside the Box”? And which kind of thinker are you?

Take a look at what is inside the box. This box probably represents the way many of us look at things; there are no new ideas! This kind of thinking can be an idea and enthusiasm *killer*. The “box” is a way of looking at situations. Inside the box are the automatic assumptions we make each and every day. It helps us maintain a certain comfort level, but ask yourself if “In the Box Thinking” is currently working for you. Challenging these assumptions is the technique needed to

“**Think Outside of the Box**”. The difficult part for everyone is identifying these assumptions that we inherently just have! Are you getting positive results? If the answer is no, then consider the risk of getting outside of that box; look at things in new and different way, from a new angle, through a different lens.

Why am I so adamant about the Box right now? Bottoms Up...I have found as history repeats itself, that after the bottom is the top....but what we learn, and put in place when in this precarious position we are currently in, is what makes the difference in what happens at the top, and better yet if it happens at all for you.

If we believe the bottom is here or near...what are you doing outside the box to be creative, and reenergized with fresh new feelings, ideas and ways of looking at things?

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### TIPS and TECHNIQUES to get Outside the Box

1) Write down the assumptions you have on an issue or idea, not because you want to prove them wrong, but seeing them and challenging them leads to creativity. And Voila, new thoughts!

2) Another way is to “go for the absurd”. All you have to do is make sense of the absurd and you have a new creative out of the box idea! Don't be afraid of it.

3) Start “What if-ing” all the time; my favorite. What if this, or what if that? Suddenly I have “what if-ed” myself into a genius idea!

4) Last but not least, literally do your thinking Outside the Box. Get out of the house, your office,

*Status Quo; the “Norm”*

“That will never work”

“It's already been tried”

**EXCUSES**

*Apathy*

*Disinterest*



your cubicle! Look around at how others are doing things, and see how you can find a “match for that”.

Don't let being inside the box become to comfortable; **great things await you outside the box!**

*Kerry*

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## **FREE** Advice from Kerry

What came first... the chicken or the egg? Sometimes we put our cart before the horse! Are you seeing a common thread?

Is it...

### *Sales & Marketing*

OR

### *Marketing & Sales?!?!*

<http://news.kerrymulcrone.com/>

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### **From the Desk of Ella Kate:**

Nana this is great, Getting outside of the Box. I remember how fun it was climbing outside of a box when I was playing, wondering where I would land when I finally did roll out! It never really was as scary getting out, of the Big Ole Moving Box as I thought it would be, even if there was no one there to help me out.

You see, sometimes the box has some good things in it, like mine did with some of my favorite toys, some of which I just didn't want to quit playing with. But once I climbed out, I found that I had even more things outside of it, which were even better to play with!

I say” Keep some of the good things that you really like to use that are inside your box, but in a while! Really FUN things are waiting for

PS--- School is out, have a fun summer with

Love,  
Ella



jump out every once  
you!”

your kids!

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Jeff Shore CEO: Shore Consulting Inc.

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## TIPS from Kerry!!

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