

# Expect the unexpected

Every problem has the solution we expect, what is unexpected is much more memorable though.

So we'll go through the key problems you're currently looking to solve. We'll give the deductive historical expected solution, but then we'll go further and think through something new.

This process of inductive thinking is hard, but it's harder still to get teams to share the ambition to take that inductive risk.

Flag where you're going in a new direction, and acknowledge that it isn't a direction that will feel comfortable (for everyone). But that discomfort could (potentially) be the key to the success of the solution.

The problem	The expected	The unexpected
Something you are trying to fix	What people expect	What would surprise people
Something you are trying to fix	What people expect	What would surprise people
Something you are trying to fix	What people expect	What would surprise people
Something you are trying to fix	What people expect	What would surprise people

## Stay unexpected

Unless it's baked into the expectations of your organization, people will stop innovating. So set up the expectations that inductive thinking isn't something you're talking about today but a behavior you are establishing to keep the brand thinking forward.

We expect unexpected thinking	We will measure that by	And celebrate that with
When	Measured by	Celebrated with
When	Measured by	Celebrated with
When	Measured by	Celebrated with
When	Measured by	Celebrated with