

# Analogy Thinking

Team:

## About this tool:

### Step 1: External Prompt

Read the case. What do you like about this case? Use post-its to write down all insights gained from this company or case study. Stick all post-its on this sheet.

	<div><div>1</div><div>External prompt</div><div>Write down the name of the external company or the case:</div><div></div></div>	

### Step 2: Make something new

Use the inspiration of the left part and come up with new product or service ideas for your company. Can you copy a learning to your own business?

	<div><div>2</div><div>Make something new</div><div>Write down the name of your company:</div><div></div></div>	