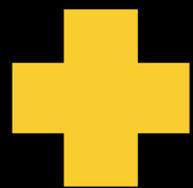


**mind your**

**s**



**P**

**s**

**Provocations push us to see the everyday in a new way. Taking these thoughts, we then ask questions as to how we can use them to Provoke our clients into new ways of behaving.**

**So, here are some "P"rovocations and some "Q"uestions that we think may shift your thinking...**

TO DEFINE ME  
IS TO LIMIT ME

REBEL TO CREATE  
NOT TO DESTROY

HYPER-  
PERSONALIZATION

GOOD  
IS EXPECTED

CAN'T I > I CAN'T

# PROVOCATIONS

THE STEREOTYPICAL IMAGE OF 'MAN' HAS BEEN REPLACED BY THE FACE OF CHANGE.



THERE IS NO SUBCULTURE, ONLY CULTURE.



THERE IS NO ONE WAY TO 'ME'.



TO DEFINE ME IS TO LIMIT ME

How can we rethink the very premise of 'demographics'? Too often we focus on gender, race, income, geography; while an entire new generation prides themselves on fighting against being defined?

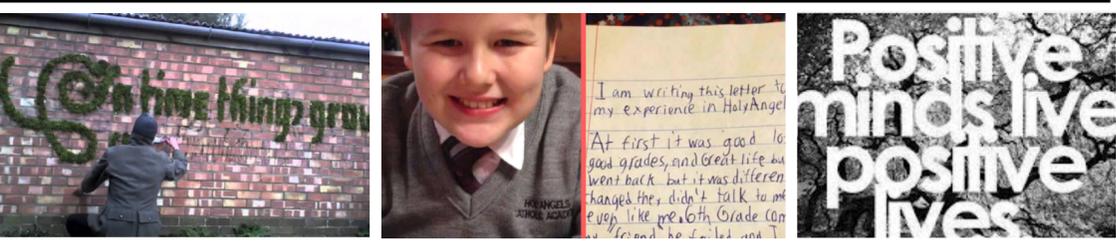
Freedom is now more than 'where you can go', but now 'who you can be'... and how often you can transform who you are.

How do we not only accept and embrace the new 'undefinition' generation... but more importantly, enable and inspire them to take on their me-ness?

# QUESTIONS

# PROVOCATIONS

## POSITIVE MESSAGES SHARED IN POSITIVE WAYS.

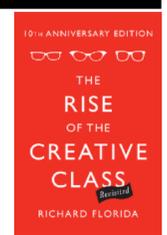


Where can we create opportunities for people to express themselves in positive manners that enhance and build culture?

## CREATIVITY BOLSTER STATUS.



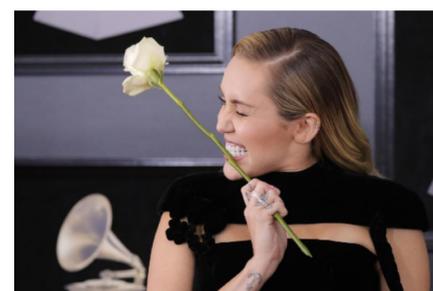
Being creative means you are more risky, more adventurous, and more willing to try new things. These all work to get you up the corporate ladder faster. Those who get promotions are known for consistently delivering excellent results, but to really shine, you need to distinguish yourself on a personal level. - Suzy Welch co-founder of Jack Welch Management Institute



REBEL TO CREATE  
NOT TO DESTROY

With technology, we are now seeing content creators being enabled with vast, powerful tools... so, how can brands join in and be part of idea generation and development?

## FINDING OPPORTUNITY IN BAD SITUATIONS.



It's not just about creating, it's about sharing what you've created... and as Warhol said, 'everybody gets their 15 minutes of fame'... can we give people their 15 minutes... and how can we extend that 15 minutes?

# QUESTIONS

# PROVOCATIONS

## 'ME'... TO THE N'TH DEGREE.



**23andMe**

**78%**  
of consumers say personally relevant content increases their purchase intent

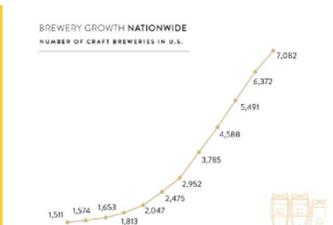
Source: Marketing Insider Group, 2016

## EXPLORING THROUGH SUBSCRIPTIONS.



## LOCAL BREWERIES BATTLE ROYALE.

We are seeing local breweries pop up about as fast as you can think of a name and let the yeast rest... and now, everyone has 'thier local brewery'... but it's more than just the town you're in, it's the street you're on that defines what you want...



Year	Number of Breweries
2007	1,581
2008	1,574
2009	1,653
2010	1,813
2011	2,047
2012	2,475
2013	2,952
2014	3,765
2015	4,588
2016	5,491
2017	6,372
2018	7,082



# HYPER-PERSONALIZATION

Coinciding with the 'undefined' generation, how can we enable people to showcase their uniqueness with the world? Giving their 1 idea views to the world?

While everyone is jumping on the 'it's yours' model... how do you define your benefit to consumers as more than just personalized or 'for you'?

At some point, there will be a backlash against 'mine'... and consumers will want to be part of something more generally inclusive... where will your brand sit when that happens?

# PROVOCATIONS

## EQUALITY LEAVE.



While maternity leave has been a longstanding 'benefit', the push for equality of parental leave has become a major issue... Realizing the dynamics of families has now changed and business/gov't must adapt..

## SHAMED INTO GOOD.

To counteract the use of single use plastics, a grocer in Canada has created 'obscene-esque' bags to shame those who still insist on using SUP.



## UPLIFTING WOMEN CHANGES HUMANITY.



"If you want to lift up humanity, empower women. It is the most comprehensive, pervasive, high-leverage investment you can make in human beings."  
*Melinda Gates*

GOOD IS EXPECTED

Looking internally, how does your brand/business continue to push a 'for good' approach... is it lip service or is it truly a way of being?

How is equality truly expressed and lived each day? The ideas of gender equality have expanded into much deeper realms and brands must understand and adapt to new behaviors.

How does your brand enact, convince, and convey it's core beliefs internally and externally? Do those brand behaviors exemplify your core tone and belief systems?

# QUESTIONS

# PROVOCATIONS

THINK IT, MAKE IT, SHARE IT.



THE 'FRANK SINATRA' MENTALITY.



UNSTOPPABLE ENTREPRENEURS.



CAN'T I > I CAN'T

Where will this creative can-do class go to find their inspiration? And how can brands become more than just makers of content, but facilitators of ideas?

Do brands become curators of content that has been created? Something other than the old way of User Generated Content distributors, but rather true curators and proprietors of how consumers see, use and elevate their brand?

Are there innovative ways to bring young entrepreneurs into existing brands to both elevate current offerings as well as identify innovations?

# Now what?

For more Provocations... hit us up and  
let's see where we can push each other.

[shift@clutchworkshop.com](mailto:shift@clutchworkshop.com)  
703.625.3822

CLUTCH