EXAMPLE 2 - Topic you are brainstorming: Corporate America Dysfunction:

For this specific topic what "Normal (Norm) Statements" come to mind when you consider the topic (or sub-topic):

Initial Norm statements:
 	
While keeping negative emotions in mind, write down brief "Accepted Norm" statements based on your selected topic
	Contrary Point of View Brainstorming Using Template Questions:
	
	Apply the template questions below to the "Norm" Statement to the left
		Contrary Point of View Humor
		
		This is where the humor is exposed.
		
		1) Set-Up:
		    a. Concise
		    b. Specific
		
		2) Punchline:
		    a. Concise
		    b. Example
		    c. Act Out
		    d. Punch-word at end

Norm Statement #1: So much time is wasted in corporate America in ineffective meetings	**Contrary Point of View:** • **What are the positives?** • **What if this was a good thing?** • **What if the opposite was true?** • **What if this was applied to another person in another place (or to an animal etc.)?**	**Set-Up:** I felt very <u>uncomfortable</u> when a corporate strategy meeting on "working more efficiently" turned into a heated argument. **Punchline – Contrary Point of View:** The little rational voice in my head said...*Should I:* *1) Point out that this meeting is a waste?* *2) Mentally tune out* *3) Relish in the fact that I am getting paid $100/hour to listen to the "Alpha Dog" manager rant and rage with his fly wide open.*
Norm Statement #2: Employee engagement became a hot button when Gallop revealed that 70% of employees are not engaged	**Contrary Point of View:** • **What are the positives?** • **What if this was a good thing?** • **What if the opposite was true?** • **What if this was applied to another person in another place (or to an animal etc.)?**	**Set-Up:** I think it is <u>crazy</u> to think that employee engagement is beneficial for all groups? Do you really want the engineers talking to clients? **Punchline – Contrary Point of View:** "*Oh no... the nerdy looking engineer is coming over to chat with me...I bet he wants to explain in grave detail how the new widget works!*" "Grave" is a key word!