

# Vuja De: Observe, imagine, flip

## Question why things are and why they're not?

The first step at innovation is to merely see; observe the things you find unusual and ask 'why are they like that?', 'why do we do this?' or 'why is this not normal?' It's also when you notice something mundane and normal and ask, "why don't we do this another way?".

Vuja De is a flipside of 'Deja Vu'. This is the process of seeing something you've looked at before, but look at it completely differently.

Take a walk. observe and daydream; let your mind wonder at something as though you're a detective. One may ask, 'why are manhole covers round?', or 'why do our courts take so long do give us justice?', or 'why can't this object be 'X' as this instead?'.

For some, you might want to be an optimist. You may want to ask 'yes..and' as they do in improv. Look at something and see what you could add to it, that can make it better.

For some observations, you might want to be a sceptic and be suspicious with why it is and why the current way won't work. For this you could try, 'No, but..'. Don't worry though. Many great inventions happened because someone was a sceptic.

With these techniques, you can flip any model, object, service and system and welcome new perspectives either with efficiency, usability, accessibility, etc.

**Mind Gym:** Find a vuja de moment/object each day for a week. You'll be amazed at the nuggets of magic in mundane things.

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## Vuja De: Mind Gym

Build an anti-classroom experience. Use 'yes..and' to add elements of what that looks like, and 'No, but..' to remove elements from a typical classroom experience.

See how far you can go.

# Weekly Vuja De

Mind Gym: Find a vuja de moment/object each day for a week. You'll be amazed at the nuggets of magic in mundane things.

Day 1: \_\_\_\_\_

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Day 2: \_\_\_\_\_

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Day 3: \_\_\_\_\_

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Day 4: \_\_\_\_\_

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Day 5: \_\_\_\_\_

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Day 6: \_\_\_\_\_

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Day 7: \_\_\_\_\_

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