




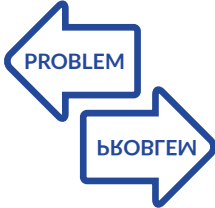
APPLYING THE LAW OF OPPOSITES

In this activity, you will use the Law of Opposites to discover innovative ideas and solutions to everyday problems.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Applying the Law of Opposites</i>, you learned that this law provides a quick way to make invisible opportunities and solutions to difficult problems visible. Looking at a situation or problem from the opposite perspective will allow you to see more opportunities that were not available before.</p>	
<p>Burrus Law of Opposites</p>	<p>The Burrus Law of Opposites, first introduced by Burrus in 1983, states that by taking a problem, a product, or a service, and flipping the core concept around in the opposite direction, invisible opportunities and innovative solutions will become visible, allowing you to both innovate and move forward faster. By looking in the opposite direction, where no one else is looking, you can see what no one else is seeing.</p>
<p>Activity #1</p> 	<p>What are the advantages your competitors have in the marketplace?</p>
<p>Activity #2</p> 	<p>Look at each item on the list you created in Activity #1 and ask yourself: How can I gain a competitive advantage by doing the opposite?</p>

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<p>Activity #3</p> 	<p>Using the list generated in Activity #2, identify the products, services or processes that could give you an advantage over your competition, even if your customers are not asking for them.</p>
<p>Activity #4</p> 	<p>Now describe how you can add value to a product, service or process you identified in Activity #3 by applying the Law of Opposites.</p>