

# IDEA

## **1. Take a look at your own abilities and skills**

Is there something you can do well or better than others? What interests you the most? These kind of questions you have to ask yourself to find your field. You can take a look at your past jobs/ hobbies/ interests. For example if you love cooking and like to design new things you might want to produce your own special kitchen knives.

## **2. Get help from friends**

Your friends are the people who know you best. Try asking them what they could see you doing. Do they see you opening your own beauty salon or be a life-coach? The answers might surprise you and open your eyes to a whole new world of possibilities.

## **3. Look at all the things that cause you trouble**

What situations or things often annoy you? Are they due to badly designed products, services or just because they do not provide a solution? Then you might consider doing something about it yourself. Because when this bothers you – it might bother more people.

## **4. Examine existing ideas**

Look at products or services that are already out there. Are they missing something and do you think you could do better? Examine products or services you often use yourself.

## **5. Travel**

Go abroad and broaden your perspectives. You may find that common things in one country are still undiscovered in your own.

## **6. Always keep your eyes open**

You never know when inspiration might hit you. So read the news, stay up to date with new trends and stay open to new discoveries.