

Inspired Ideas

If you need a reminder to follow your inspiration, check out this ad in the UK for wearing seatbelts. It was created by a citizen (not an ad agency) who cares about safety and life. <http://www.embracethis.co.uk/>

One person's creative contribution is influencing the world as the 1.5 minute clip currently has 11 million hits on YouTube.

What do you care about deeply? What can you do about it?

THE SCOOP, an e-letter from www.brainstormingalamode.com, provides ideas and inspiration to enhance creativity, effectiveness and positivity at work and on teams.