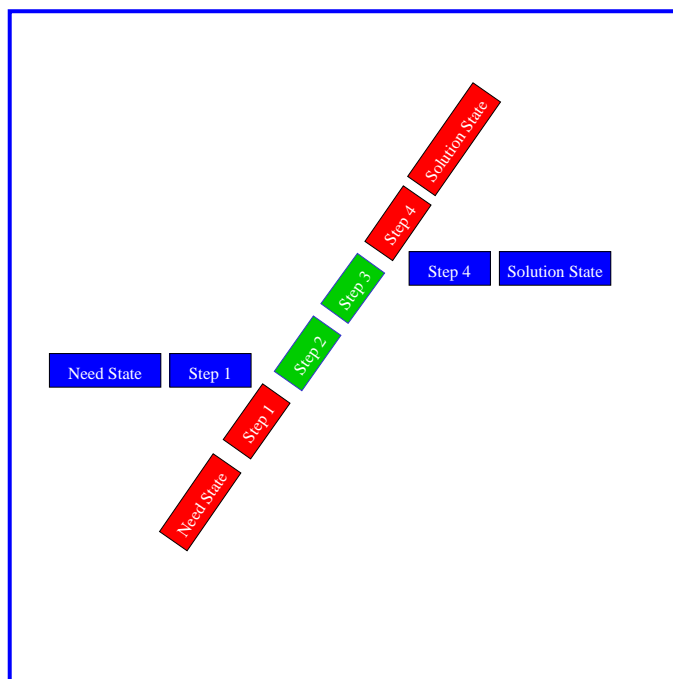


Step 6 - Seek Relevance

Gleaning concepts from your analogous train of thought is still thinking "outside the box" since we are not problem solving. But here, when we are seeking the relevance that these concepts have to our specific train of thought, we are bringing our "outside the box" thinking back inside the box to find our solution.

Is there relevance in a hook-shaped fastening system for our original needs state? Is there relevance in that the two sides of the system can be different from each other? Is there relevance that we can use material that is strong yet flexible? YES! Now you can see the light bulbs go on in your team's heads. This is truly Illumination - the great mystery is revealed!



You can see that our train of thought intersected with another, analogous train of thought. At that intersection it borrowed a few concepts to move in a completely different and breakthrough direction!

And what is great is that this breakthrough did not rely on serendipity to unite the owner of the "solution state" experience with the owner of the "need state" experience.

Catalytic Thinking made it happen. That is serendipity...automated!