



**AskStupid**<sup>TM</sup>  
**Questions**  
innovation without inhibition...

## Would you like to learn the art of asking ‘Stupid’ questions using AC<sup>TM</sup> and CRAP<sup>TM</sup> models through..

- Spontaneity
- Fun
- Laughter
- Game Show
- Board Game
- Relays
- Singapore Idol
- Prizes
- Music
- Solutions
- Exclusive Research Report



ASQ Workshop Participants

"Often people don't speak up because they don't want to look stupid. Singapore's National library Board, an extraordinarily INNOVATIVE place attacked this problem with a series of 'Ask Stupid Questions<sup>TM</sup>' forums for staff members"

*Thomas Stewart, author of Intellectual Capital  
and contributing editor at Fortune*

"Thanks for a great experiential learning. Asians are more inhibited...we attend a workshop and hope to be a 'lizard on the wall' [we faithfully sit, listen quietly and participate, if called upon]. However, you have proven me wrong! ASQ can certainly be the next wave in creative learning."

*Director, Human Capital Office*



### What Is Ask Stupid Questions<sup>™</sup>

**Ask Stupid Questions<sup>™</sup>** (ASQ) is a workshop for people to ask any question they can think of in relation to a theme.

The more outrageous the question is, the more original a perspective will be generated. Using these questions as a base, participants will brainstorm WOW! ideas that can be further developed into business plans or projects.

#### 4 Rounds in ASQ:

One Burning Question  
Follow Your Heart  
The Buzz  
The Pitch

ASQ uses a fusion approach where techniques from theatre and art, mixed with music and games are adapted into an irresistible, no-holds-barred game show format where participants are relaxed to share, create and innovate.

### Workshop Objectives

- **Unleash** creative thinking in a fun and uninhibited way.
- **Learn** the art of asking 'Stupid' questions using AC<sup>™</sup> and CRAP<sup>™</sup> models.
- **Learn** Connection Grid<sup>™</sup> to generate multi-dimensional ideas.
- **Learn** to create powerful pitches and gain buy-in for solutions developed.
- **Produce** Research Report detailing the breakthrough solutions and a list of references and resources.

### Workshop Content

**ASQ:** A 1-day workshop that generates at least 4 preliminary solutions in relation to a theme. This is a workshop for 30 to 60 participants.

**ASQ Backstage:** A golden opportunity to go "behind the scenes" and learn the tools and techniques on how to conduct a successful ASQ workshop.

We conduct regular runs of ASQ Backstage. Please contact us for the schedule.

### ASQ Track Record

We have conducted over 50 workshops for external organizations. Some of the organizations include the Sun Microsystems Pte Ltd, Singapore Telecommunications Ltd, Systems on Silicon Manufacturing (S) Pte Ltd, Tan Tock Seng Hospital, Republic of Singapore Air Force, Health Promotion Board, Supreme Court, Pasir Ris Primary School, and Ministry of Home Affairs, just to name a few.

We have also facilitated in events like the 2nd Networked Government Forum, 3rd Public Service Innovation Summit, PS21 ExCEL Convention 2002, Civil Service College's 2004 Innovation Expedition Conference, 2004 International Association of Facilitators' Asia Conference and Ministry of Information, Communications and the Arts' Innovation Fiesta 2003 to 2006.

### Who Are We

We are a dynamic team of ASQ facilitators who collectively have extensive experience in areas like Creativity and Innovation, Business Process Re-engineering, Quality Management, Change Management, Organisation Development and Open Space Technology.

Amongst us, we have a Singapore Innovation-Class assessor, a Singapore Innovation Award assessor and a Certified Professional Facilitator (CPF) by the International Association of Facilitators (IAF).

### What Participants Said

"To be honest, I started out a little skeptical. By the end, I was completely sold. You have a very good idea there – the techniques are simple and yet very effective."

PR Manager

"I have no regrets engaging NLB to do this!"

HR Director

#### How To Contact Us

For details, please contact :

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