WHAT IF

The Starbuckwati Zarf is associated with a renowned coffee chain, but its artistic design enhances the logo and introduces a fresh perspective. Similarly, the "what if" technique provides an alternative way to look at something familiar. By employing the "what if" method, we can transform mundane aspects of life into something extraordinary, injecting them with innovation and fascination. This method prompts us to step beyond conventional boundaries and venture into new opportunities, be it in art, entrepreneurship, or our everyday practices.

We often get caught up in absolute situations - "this is it". Try rephrasing it with a "What if...". Think of a situation or challenge that you'd like to tackle. Use this worksheet to list possible "What ifs?" in each of the columns. See the example below

WHAT IF	WHAT IF
Negative	Positive
E.g. What if I stumble on stage?	E.g. What if I give my best performance!

Tip for doodling: Create a battery shape and label the positive and negative sides. On the negative side, write down your negative thoughts, and on the positive side, jot down positive thoughts. In the center, write "What if."

