


INTERPRETATION

OCEANS INTO  
TEACUPS



## Tune in and Listen


While you listen, jot down the most confusing or abstract ideas you hear – the kind you might not immediately understand the first time you hear them.

## Reflect

Now choose one complicated idea from above and use it to answer the questions below to boil it down to its essence.

How would you explain this idea to your best friend?

1.



How would you explain it to someone's 80-year-old Grandma in Iowa?

2.

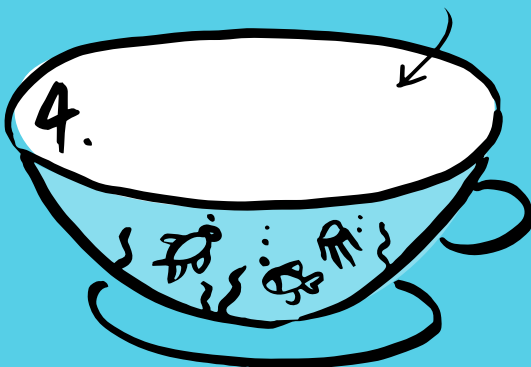


How would you explain it in a tweet?

3.



Now, give it a short tagline that captures its essence:



CREATIVE LISTENING  
BY IDEO