

Activity 3: Pivot Your Career with the IDEA Strategy.

Answer these questions about what happened in The Big Short.

- 1. What was the opportunity they discovered?**
A few outsiders saw what nobody else could . . .
- 2. How did they discover it? Why did only a few notice? What about everyone else?**
Somebody else COULD have seen . . .
- 3. If you recognize an example of innovative thinking, how can you apply its lesson for your own career pivot?**

Revisit your SWOT Analysis in Workbook 1: Growing Strengths. Reexamine the environment for new trends and opportunities that you may have missed.

Where should you aim your design experiments to test your options for a career pivot to repurpose your passion?

