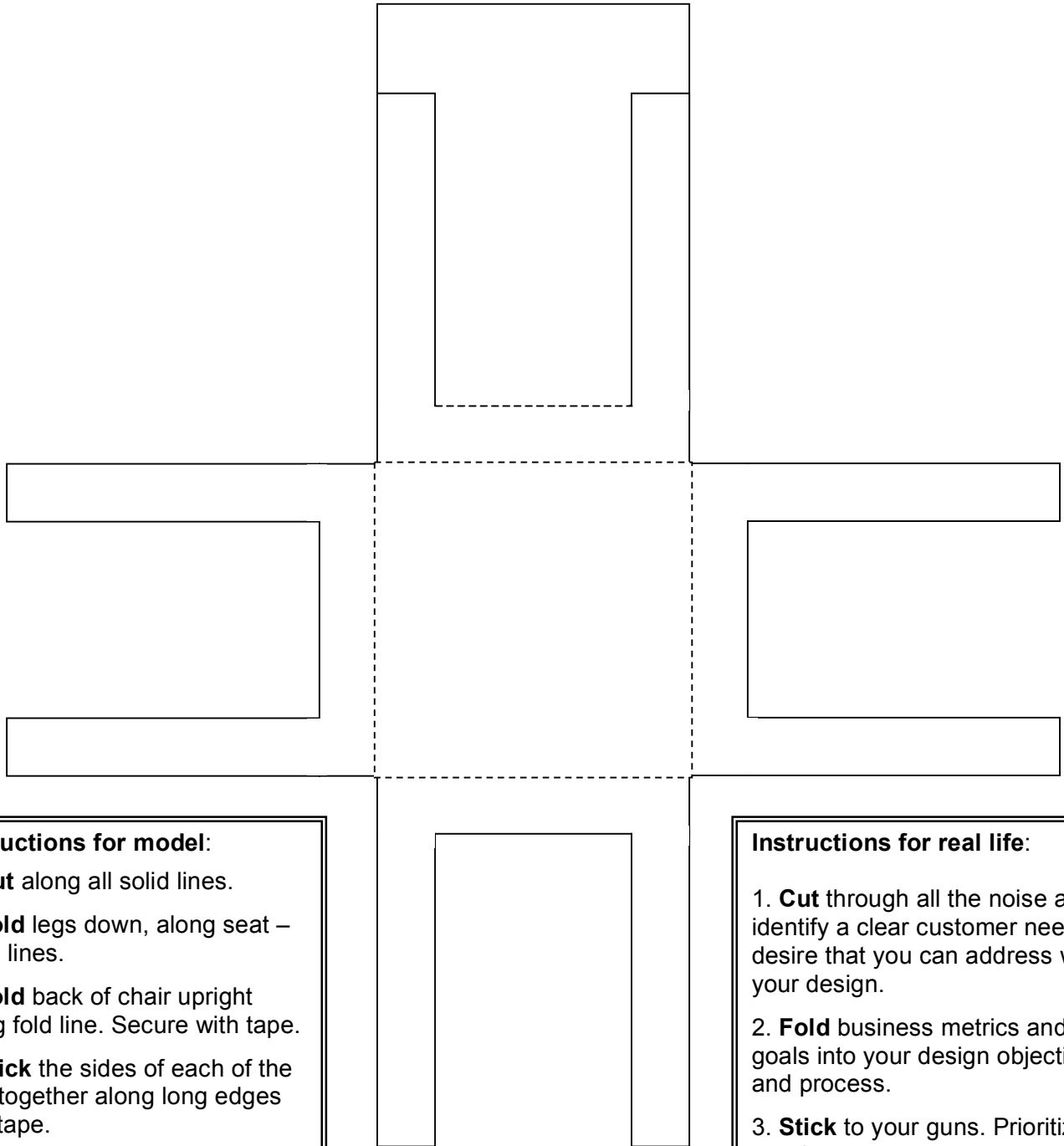


CUT, FOLD & STICK YOUR OWN “SEAT AT THE TABLE”



Instructions for model:

1. **Cut** along all solid lines.
2. **Fold** legs down, along seat – edge lines.
3. **Fold** back of chair upright along fold line. Secure with tape.
4. **Stick** the sides of each of the legs together along long edges with tape.

Note: If you wish to decorate or brand your chair, do so **before** cutting it out.

Instructions for real life:

1. **Cut** through all the noise and identify a clear customer need or desire that you can address with your design.
2. **Fold** business metrics and goals into your design objectives and process.
3. **Stick** to your guns. Prioritize and focus rigorously to move the design forward and get it built and out the door.

**CONGRATS, YOU’RE DONE.
WELCOME TO THE DISCUSSION.**