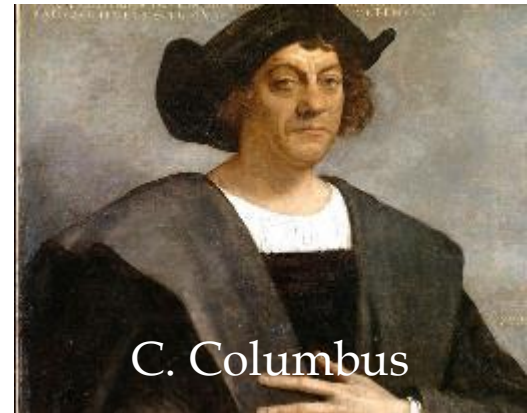
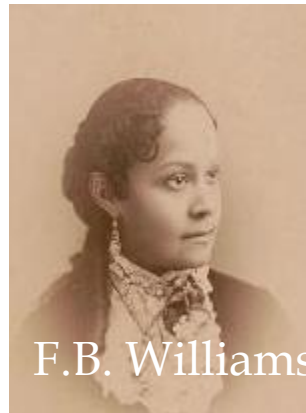
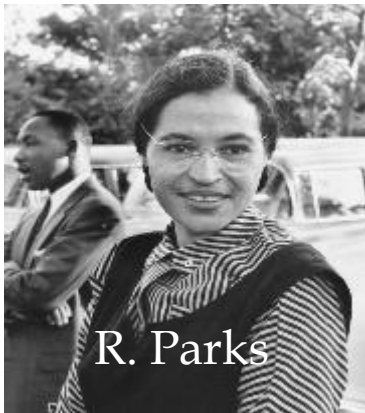
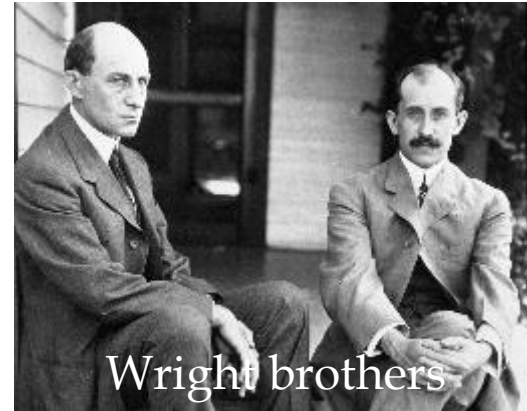
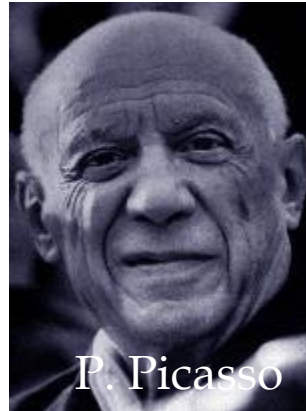
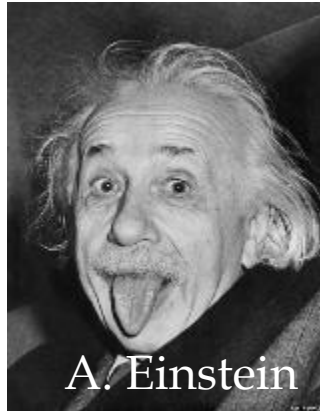
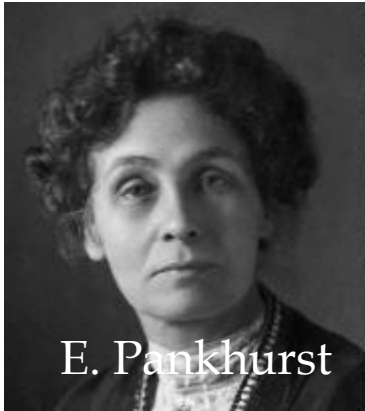


Cha-Cha-Cha: A fast course

Pablo G. Tello
EU Office/IdeaSquare
CERN



What do they all have in common?



They all were excellent
Cha-Cha-Cha
dancers

How do you learn *Cha-Cha-Cha*?

Challenge
Change
Chart



Assumptions

Initiating yourselves...

Challenging what restaurants are and do...

Assumption

- a) Restaurants have menus either written, verbal or implied.
- b) Restaurants charge money for food.
- c) Restaurants serve food.

Reverse

- a') Restaurants have no menus of any kind.
- b') Restaurants give food away for free.
- c') Restaurants do not serve food of any kind.

Come up with an idea for each one of the reversals

Example

Reverse

- a') Restaurants have no menus of any kind.
- b') Restaurants give food away for free.
- c') Restaurants do not serve food of any kind.

Idea

- a') The chief informs the client of what he bought that day. Asks the customers what ingredients appeal to them and cooks an exclusive dish. Recipe will be sent to them by email.
- b') An outdoor café where customers pay for time instead of food. Use a time stamp to charge by the minute. Selected food or beverages are sold for free.
- c') Create a restaurant with a unique décor in an exotic environment and rent out the location. People bring their own food and beverages and pay a service charge for the location.

Final Exercise

1. Form groups of 8 minimizing the nationality and the intellectual background.
2. Come up with 3 “business” ideas for the following establishment based on reversing 3 main assumptions about it (one idea per reversed assumption).
3. Prepare a pitch of 3 min about every idea that you have generated.
4. You have strictly 20 min to work on it before the pitch.

Establishment: Prison

Assumptions

- a)
- b)
- c)

Reverses

- a')
- b')
- c')

Idea/Pitches

- a'')
- b'')
- c'')

Thank you

Any questions?



THE BEAR CHA-CHA-CHA

from Jim Henson's™ BEAR IN THE BIG BLUE HOUSE

Words and Music by
PETER LURYE

Moderately fast

Em 1 B7 2 3 Em 1

mf When I feel my toes start to twitch, my lips go "La - la

B7 2 3 5 4 Em 1 B7 2 3

la - la - la - la" And my arms and legs get the itch. It's

Em Am B7 Em 3

time to do the Bear Cha - cha - cha. Cha - cha - cha! —

B7 Em Am B

Ha - cha - cha, gon - na cha - cha - cha, Ooh, la - la Time to

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<https://www.youtube.com/watch?v=VzVSVNy-j98>

