



## BOOM! TIME WITH... CAROLINE RUSH, CEO AT THE BFC



### What is the puzzle that you are looking to solve?

Write down a live challenge you're working on

### What did you learn that helped UNBLOCK any 'old thinking' you have around this puzzle?

What made an impact on you from the conversation?

### Here are 5 key insights from the show - how can you use them to UNLOCK your thinking and solve your puzzle?

1. **Recognise your ecosystem.** How does it work? Who is in it? How can you work together to solve your puzzle?
2. **Be Curious** Get curious about your sector, your people, other sectors - what's sparking your curiosity for this puzzle?
3. **Believe in the 'art of the possible'.** Use mind maps to plan out lots of different ideas, options, 'dots' as starters for great solutions and ideas.
4. **Find ways to create 'true connections.'** Who do you really need to reach with this solution and how do you connect authentically with them?
5. **Create platforms for your best talent.** How could you truly support your best talent to deliver your solution?

### What action will you UNLEASH to solve your puzzle as a result of what you've learned from the show?

Taking Caroline's insights, how can they shape the action you'll take to resolve your puzzle?

### GREAT QUOTES

"COVID is a moment of change that will get everyone truly engaged in the environmental challenge" - **Caroline Rush**

"You hired your team as experts so empower them fully" - **Caroline Rush**

### GREAT REFERENCES

**Caroline Rush, CEO of the BFC**

**Caroline talks to ES about the impact of Brexit on fashion**

**Caroline talks to Euronews about COVID and digital LFW**

### GREAT RESOURCES

Email your feedback to **scotttheboom@icloud.com**

Go to **www.unleashtheboom.com** for more free toolkits, online masterclasses, content and our book club.





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